

THE MILLER LITE REPORT
ON AMERICAN ATTITUDES TOWARD SPORTS

1983

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The Miller Lite Report on American Attitudes Toward Sports is a document unprecedented in the sports world. It is a rare pleasure to be able to contribute such a complete body of knowledge to the general public, especially on a topic as popular as sports.

The Lite Sports Report may confirm general impressions, or it may surprise you. Either way, it offers concrete, scientifically obtained evidence of public attitudes in detail never before available. The information contained in this document will help the American public know more about itself, and that is a worthwhile endeavor.

It is logical for Lite beer from Miller to have commissioned this report because beer and sports go together in many ways. Many of America's sports fans are our consumers, and the Miller Brewing Company is becoming known as the sports company through sponsorship of sports broadcasts and thousands of events each year at all levels of competition. Few companies can claim such a close association with the world of sports and its millions of fans.

We truly appreciate the efforts that have been expended to create this document, and we thank the hundreds of people who contributed their time and information to make the Lite Sports Report a success. Every individual who participated in this survey can be proud of the worthwhile results.

Our efforts now can be converted to public knowledge with the publishing and distribution of The Miller Lite Report on American Attitudes Toward Sports. We proudly submit this document for public use and pledge to continue our leadership in the American sports world.

A handwritten signature in cursive script, reading "W. K. Howell".

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INTRODUCTION

INTRODUCTION

The Miller Lite Report on American Attitudes Toward Sports is the most comprehensive sports study ever conducted. The report presents evidence demonstrating the popularity of a variety of sports activities in America today. It shows that the majority of Americans have embraced sports as an essential component of their daily lives.

A comprehensive study on American attitudes toward sports is long overdue. The advisory panel for the Lite Sports Report confirms that no comprehensive, publicly released national survey of such scale has ever been attempted. The Carnegie study on American College Athletics, published in 1929, was the first large scale attempt to study important sports issues. That document was based mostly on personal interviews with university and college leaders throughout the country and dealt with the leading issues in college athletics at the time.

Modern survey methods were unavailable in the 1920's, and it is not surprising that the "Carnegie Study" made little effort to construct a national sample of public opinion. More recent studies have profiled the experience of athletes in specific sports; others have focused on fitness. But no other survey has examined

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the range of attitudes detailed here.* The broad athletic concerns and interests of the vast majority of Americans have remained largely unexplored.

A modern, full-scale national survey of sports attitudes and practices in America today can therefore be useful in several ways. It can:

- * probe the opinions Americans hold toward activities that permeate all aspects of our national life;
- * open up new issues for popular discussion and provide fresh information for familiar concerns;
- * establish a benchmark reference point for sports professionals, managers, journalists, and enthusiasts; and
- * compare public attitudes toward sports issues with those held by sports journalists, coaches, and sports doctors.

Any serious research endeavor with these ambitions cannot expect to fulfill each of these goals completely in a single survey. But by probing a series of significant

* For benchmark studies of college sports refer to: Howard J. Savage, et al., American College Athletics, Bulletin No. 23 (New York: The Carnegie Foundation for the Advancement of Teaching, 1929); "Report of the Special Committee on Athletic Policy," Educational Record, vol. 33, April 1952 (Washington, D.C.: American Council on Education), pp. 246-255; George H. Hanford. An Inquiry into the Need for and Feasibility of a National Study of Intercollegiate Athletics (Washington, D.C.: American Council on Education, 1974).

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questions using the latest in systematic survey research, the Lite Sports Report provides a collection of American attitudes toward sports that portrays the successful integration of sports with modern health and family concerns. These are some of the questions the Lite Sports Report addresses:

- * What activities do Americans define as "sport?" Baseball, basketball, football, and soccer may be considered sports by most people, but how many consider auto racers to be athletes? Are pool players and chess players also athletes? Is Janet Guthrie, race driver, an athlete? Is "Minnesota Fats" an athlete? Is Bobby Fischer, the chess champion, an athlete?
- * How much are Americans involved in sports, either as spectators or participants, on a weekly or daily basis? Are enthusiastic athletes substantially different from the rest of the population? An earlier vision of our country's involvement in sports might resemble a fantasy in which a great many children participate in sports activities, but with adulthood tend to become divided into a country of two populations: a few athletes and many fans. The image of a typical adult male as addicted to watching Sunday afternoon football is used to describe typical American adult involvement in sports spectatorship. How accurate is this stereotype?
- * Does the "holy trinity" of football, baseball, and basketball really dominate American sporting life? Are the sports Americans like to watch similar to the sports Americans themselves enjoy pursuing, or are there clear distinctions between spectator and participant

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as a sports goal compared with team rivalry? Are Americans more, less, or equally likely to prefer attending the NCAA college basketball championship or the Wimbledon tennis championship next year?

- * How closely are participation in and attendance at sports activities linked to the vitality of family life? Are different levels of sports involvement associated with different interactions between parents and children and husband and wife? When parents and children follow or join sports events together, or when parents watch their children perform, is the quality of family interaction affected?
- * What do parents think about the impact of organized team sports for children under 12? How do parents regard exposing their children to competition and violence in sports? Are Americans more likely to approve increased funding for girls' or boys' school athletic programs?
- * Considerable news coverage of sports controversies -- involving drug use, doctored transcripts, under-the-table payments to amateur athletes, strikes or violence -- may have diminished public esteem for athletes as a group. How does the public (as well as journalists, coaches, and sports doctors) view athletes as role models for children? How does the public compare athletic role models with movie stars, statesmen, and scientists?

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- * Controversy surrounding the recent professional recruitment of Heisman Trophy winner Herschel Walker in his junior year at the University of Georgia is a reminder of the significance of the amateur-professional debate at the college level. How do Americans regard the regulation of college athletics, recruiting concerns, and athletic conflicts with educational goals?
- * What factors would most upset spectators in their efforts to enjoy a sporting event? How significant a problem is violence in sports competition for different groups? What types of people are most likely to support stiff penalties, even removal from a game, for fights between members of opposing teams: athletes or non-athletes; the general public, sports journalists, coaches or sports doctors?
- * What do Americans think about pre-game tests for drugs and the use of painkillers to enable injured athletes to play? What penalties or sanctions do most Americans support for drug use or violence?
- * How often are sports a part of the workplace? At work locations where sports facilities are available, what proportion of the public takes advantage of the opportunity to join sports activities?
- * How does the public view opportunities for women and blacks in sports? Are sports believed to be significant vehicles for integration of blacks in non-sports areas? Would parents be as proud of a daughter becoming a

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professional athlete as they would of a son?
How do Americans view equal prize money for
men's and women's championships?

These are only some of the questions addressed in the Lite Sports Report. The comprehensive survey of public opinion, together with special samples of the opinions of sports journalists, coaches, and sports doctors, permits comparison of popular with expert opinion. Many more questions can be posed and answered using the data collected in this study. These initial questions are significant for all Americans. Their answers are found in the chapters that follow.

OVERVIEW

The Miller Lite Report on American Attitudes Toward Sports offers dramatic evidence that sports have a pervasive influence on the lives of a majority of Americans. The Lite Sports Report demonstrates that sports is an element of American life so pervasive that virtually no individual is untouched by it. In fact, only 3.7% of the U.S. population are unaffected by sports, that is, these people do not participate in any fan or athletic activity more than once a month. There is, however, a core group of Americans who can be identified as the most avid sports fans. They represent 19% of the population, or 35 million people 14 years and older. Sports fans are most likely to be men, relatively educated, and living in large cities.

About seven of every ten Americans either watch sports or sports news on television; read the sports section of the newspaper; read books or magazines on sports; or talk about sports with their friends every day.

Football is the most popular spectator sport in America, followed by baseball, basketball, gymnastics, boxing, swimming, tennis, ice skating, skiing, track and field, horse racing, and auto racing.

When asked which championship sporting event they would most like to attend, approximately equal numbers of Americans are likely to say the Super Bowl (18%), the World Series (17%), and the Olympic Games (16%).

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America is also a nation of sports participants. Forty-two percent say they have a "high" interest in sports participation, and a similar percentage engage in at least one athletic activity almost every day. One of every four engages in two activities that often. And seven out of every ten Americans participate in an athletic activity at least once a week.

Many of those people who participate in sports every day are teenagers. Two out of three Americans 14-17 years of age can be classified as the most avid sports participants, compared with 29% of 18-24 year olds, 16% of 25-34 year olds, 6% of 50-64 year olds, and only 2% of those 65 and older. As with fans, those living in large cities are particularly likely to be sports participants, but men are only slightly more likely than women, and blacks are no more likely than whites.

The Lite Sports Report finds that swimming is the most popular participatory sport in America, followed by calisthenics, jogging, bicycling, baseball, bowling, weightlifting, basketball, football, racquet sports, pool, boating, and aerobic dancing. When asked to name the most important reasons why they engage in physical activities, Americans most often cite enjoyment of the game, improved health, release of tension, and improved mental alertness.

Many Americans, particularly those with higher income and educational levels and those living in large cities, participate in sports events at their place of employment. More than one of every three Americans work at places with sports teams or activities, and 40% of these workers actually participate in the events.

One important reason Americans are so heavily involved in sports is that they begin at an early age. More than

More than half the general public played some kind of organized sport as children. Those people who played sports when they were young are much more likely to be sports fans as adults.

The American Family

Three out of every four American parents say they sometimes or frequently engage in some kind of athletic activity with their children, while 81% say they frequently watch their children compete.

Approximately three out of five American parents say their children participate in sports on a daily basis. Three out of four encourage their children to participate in sports and to practice their skills away from the game. Only 6% encourage their children to spend less time playing sports.

Parents who are sports fans themselves are significantly more likely to encourage their children to participate, practice, compete aggressively, and play better than their peers. Yet the children of fans are no more likely to be sports participants than are the children of non-fans.

Parents become personally involved in their children's participation. Four out of every five say they almost always or often shout encouragement when watching their children perform. About half feel as if they are competing in the game themselves. Again, fans are more likely than non-fans to involve themselves in their children's sports competitions, but athletes are no more likely than non-athletes.

Only half of all American parents say that when watching their children compete they usually feel it does not

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matter if they win or lose. Sixty-three percent react to a child's loss by recommending ways they can improve their skills.

When their children win, 93% of all parents say they always or often feel proud, 64% feel overjoyed, 53% talk about their children's success with other people, and 40% give their children special treats or privileges.

Once again, parents who are fans put pressure on their children to win. Fans are less likely than non-fans to strongly agree that it doesn't matter whether their child wins or loses and to feel that it is all right to lose. Perhaps most illuminating is the finding that 90% of non-fans say they never feel embarrassed when their child loses, compared with only 66% of fans.

Aside from the vicarious pleasure parents may feel when watching their children participate in sports, parents also encourage their children to participate because they think it is good for them. Nine out of ten Americans agree that competition is good for kids because it teaches them to strive to do their best. Eight out of ten agree that participation in sports by youths can greatly reduce crime. Interestingly enough, teenagers are the group least likely to feel that sports participation is related to crime reduction.

Americans also believe athletes are good role models for children. Three out of every five agree that athletes are often the best role models a child can have.

One-quarter of all Americans say sports bring their family closer together, while only 4% say it interferes with family life. Fans are twice as likely to believe that sports bring the family together, and women are slightly more likely than men to feel this way.

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Husbands and wives who have a similar interest in sports seem to be more satisfied with their lives than couples whose interests differ sharply. Those with similar interests express significantly greater satisfaction with their relationships with their spouses, their parents, their friends, and their overall leisure time. For example, 85% of people who share a high interest with their spouse say they receive a great deal of satisfaction from their relationship with their spouse, compared with 69% whose interests in sports differ. And 59% of those couples who share a high interest in sports express a great deal of satisfaction with their leisure time, compared with 32% of those who share a low interest and 49% whose interests differ from their spouses.

Although there is widespread support for athletic participation on the part of children, many Americans believe that the competitive aspect of sports is taken too seriously. Eighty-six percent of all parents agree that in children's organized sports leagues there is too much emphasis placed on winning and not enough on physical and psychological development. Eighty-two percent (82%) agree that amateur team coaches often take the game too seriously. These misgivings are shared by the fan and non-fan alike.

Watching Sports in America

Americans' involvement in sports is more pervasive than participating or spectating alone. One-third of all individuals who participate in some athletic activity admit they at least sometimes daydream about athletic success. More than half of all teenagers and fans daydream, compared with 29% of senior citizen participants.

When actually participating in a sport, one of every

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four people fantasizes about being a professional athlete. Again, teenagers and fans are particularly likely to fantasize, but 20% of those participants who are 65 or older also sometimes fantasize about being an athlete.

Almost half of all Americans and 64% of fans say that when watching their favorite sport they at least sometimes believe they could perform as well as the athlete if given the right training. Three of ten believe they could do a better job than the coach or manager, and almost half feel they could do a better job than the referee or official.

There are, however, more serious misgivings about sports in the United States. For example, three out of every four Americans believe professional athletes are overpaid, while about half believe they are more dedicated to their own gain than to the game, that sports events have become too much of a spectacle and that ticket prices are too high (54%). Thirty-nine percent of all Americans say there are too many professional teams.

Americans are evenly split as to whether athletes should be allowed to strike as a way of making their grievances known or whether athletes should not strike because strikes threaten the spirit of the game. Yet two of every five Americans say that strikes decrease their enjoyment of sports.

There is some dissatisfaction expressed about the role of media in professional sports. While 59% of all Americans agree that there is just the right amount of sports on television, 28% believe there is too much. And half of the public believes that some sports get too much coverage and others do not get enough. Football is

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the sport most often mentioned as receiving too much coverage.

Four out of every ten Americans, and one of every three sports journalists and coaches, say they are dissatisfied with sports coverage in newspapers and on television. Overwhelming majorities of those who are dissatisfied say women's events do not receive adequate coverage.

Only about half of all Americans say they usually pay close attention to the sports commentators on television or that sports commentators add to their enjoyment of the game. Only 13%, however, say commentators actually detract from their enjoyment. Fans are much more likely than non-fans to say commentators add to their enjoyment.

Three out of every five Americans believe that violence is a serious problem in sports today, while half say fights between players lessen their enjoyment of the game. Seventy percent believe that sports violence is harmful to young viewers. Thirteen percent, however, admit that they enjoy fights between players and 20% admit that arguments between officials and team members enhance their interest in the game. Women are more likely than men to object to sports violence.

Despite the consensus that violence is a serious problem, only 15% of Americans favor the strongest punishment for fighting players--a fine and suspension from the game. Thirty-nine percent choose the most lenient punishment.

Americans seem to take a harsher stance against drugs in sports than they do against violence. Twenty-one per-

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cent believe that athletes found to be regular users of hard drugs such as cocaine or heroin should be permanently removed from the team, and an additional 20% believe they should be suspended for the remainder of the season. About half say athletes should be allowed to continue playing only if they enroll in a treatment program. Over half also believe that painkillers should never be used to allow an injured player to perform.

Equality in Sports

Sports is an area of American life which in recent years has provided special opportunities for two groups: blacks and women. Although women are less likely than men to be the most avid fans, evidence suggests that the gap is diminishing. There are some physical activities, such as aerobic exercise, in which women are more likely than men to participate, and a variety of activities in which there is very little difference.

Additionally, the report shows remarkably egalitarian attitudes toward men's and women's sports. Large majorities believe in the importance of both boys and girls participating in sports at some point while growing up. Similarly, 88% of all Americans say that they would be happy if their daughter became a professional athlete, while 93% would be happy if their son played professional sports. Even more conclusive is the finding that while about half the general public believe that current high school funding of both boys' and girls' athletic programs is satisfactory, 32% believe that girls' athletic programs should be allotted a higher budget compared with 24% who say this about boys' athletics. And finally, while 22% of Americans say they are most interested in watching men's competition and only 4% in women's, two of every three say they are interested in both equally. Ninety-two percent of all Americans sup-

port equal prize money for both sexes.

For blacks, sports have provided the most visible opportunity for advancement, unmatched by any other profession. Although very white or black athletes ever become professional athletes, many people believe that sports is an important avenue of achievement for blacks. Sixty-six percent believe there are more opportunities for blacks in sports than in any other field. Half of all Americans believe that the presence of whites, blacks and other minorities on sports teams helps integration and reduces tensions in other areas of American life. An equal number of people, however, recognize that sports in the United States are not yet free of racism.

CHAPTER ONE
FANS AND SPECTATORS IN AMERICA

To tens of millions of Americans, sports are not just an idle interest or convenient way to pass the time. The Miller Lite Report On American Attitudes Toward Sports demonstrates that the United States is a nation made up of sports fans. A significant percentage of the population, cutting across age groups, income and educational levels, gender, and race, makes a serious emotional commitment to sports. Americans receive important gratification through sports participation and spectatorship. Their levels of commitment may vary, but most Americans readily admit that sports play a vitally important and satisfying role in their lives.

Spectatorship

One out of every two Americans classifies his or her own interest in watching a sporting event as either very high (31%) or somewhat high (20%). Three out of every four Americans (73%) watch sports on television at least once a week, and 75% watch or listen to sports news. Sixty percent (60%) talk about sports with their friends at least once a week, and 58% read the sports pages of their newspaper at least that often.

About one-quarter (25%) of Americans attend sporting events as spectators more than 20 times a year. Certain groups attend more often than others. About one-half (54%) of those who are themselves active participants and about one-third of those between the ages of 14 and 49 attend sports events more than 20 times a year. Many of those between the ages of 14 and 49 are undoubtedly parents or siblings attending youth sporting events.

Fans and Spectators

Americans were asked in this study to evaluate their interest as spectators in a long list of sports. The most popular sport by far is football, which 39% of the population is "always interested" in watching. Second in popularity is baseball, followed with great interest by 28%. Nineteen percent (19%) are always interested in basketball, 19% in boxing, and 17% in gymnastics.

When asked to name their favorite sport, Americans confirm that football is the number one sport in America. About one in four (28%) say that football is the sport they most like to watch. Eighteen percent (18%) choose baseball, 8% prefer basketball, and 5% choose gymnastics over all other sports.

Our results are strikingly similar to the findings of a study released in 1972. Louis Harris & Associates, Inc., in a study commissioned by the National Football League, found that Americans' favorite spectator sports are football (chosen by 29%), baseball (21%), basketball (9%) and bowling (7%). (That survey did not list gymnastics).

The three championship sports events that about one out of six Americans say they would most like to attend are professional football's Super Bowl championship game (selected by 18%), the baseball World Series (17%) and the Olympic Games (16%). The 1972 survey matches Research & Forecasts' figures very closely as well. That survey reported that 23% prefer the World Series, 20% choose the Super Bowl, and 10% select the Kentucky Derby. (The Olympic Games was not included in the Louis Harris list.)

The intensity of fan interest in the United States becomes clear upon investigating a list of fan activities (watching sports on television, listening to sports on radio, reading the sports pages, watching or listening to sports news, reading sports books or magazines, and talking about sports with friends). An astonishing seven out of ten (69%) Americans 14 and older engage in one

or more of these activities every day. Furthermore, 89% engage in one or more at least once a week.

Using these seven activities, respondents were placed into one of four categories. The first category denotes those whose interest in sporting events is minimal or non-existent, while the fourth category denotes the most ardent sports fans. Under the guidelines of the scale, which we have called the Sportsfan Index, 19% of the American public fall into the highest fan category. Seventy percent (70%) are more moderate, although still enthusiastic, fans, and 11% fall into the lowest category.¹

Using this scale, The Miller Lite Report On American Attitudes Toward Sports identifies the precise characteristics of the ardent sports fan. Who are these millions of Americans who spend a tremendous amount of their time watching, reading, talking and thinking about sports?

The 19% of Americans classified as the most ardent fans represent 35 million Americans. Forty-six percent (46%) of them attend sports events more than 20 times a year, 93% watch or listen to sports news daily or almost daily, and 99% watch sports events on television at least once a week. Fifty-seven percent (57%) do so every day.

More than three out of every four (78%) of those Americans classified as the most ardent sports fans are men. Thirty percent (30%) of the men in this country are ardent sports fans, compared with only 8% of women. In addition, those with an eighth grade education or less are much less likely to be fans than the rest of the population (7% vs. 21%).

It appears that those with access to sports and sports events, such as people living in large cities, are more likely than others to be fans. Twenty-seven percent (27%) of people living in cities

1. See Methodology for details on how the Sportsfan Index was constructed.

Fans and Spectators

with a population of one million or more and 22% of those living in cities with a population between 100,000 and 1,000,000 are avid sports fans, compared with only 13% of those living in areas of less than 2,500 residents.

Other demographic differences are not as dramatic. For example, young people are only slightly more likely than older Americans to be fans (23% of 14 to 17 year olds compared with 16% of those 65 and older). Blacks are slightly more likely than whites to be ardent sports fans (26% vs. 18%)

TABLE 1.1: INTEREST IN SPECTATOR SPORTS

How would you classify your interest in watching a sporting event?

	<u>%</u>
Very high	31
Somewhat high	20
Medium	27
Somewhat low	9
Very low	12
Don't know	1
(Number of respondents)	(1319)

TABLE 1.2: FAN ACTIVITIES

How often do you do the following:

	Daily or Almost Daily %	About Once or Twice a Week %	About Once or Twice a Month %	Less than Once a Month %	Never %	Don't Know %
Watch or listen to sports news on television or radio	54 -75%-	21	7	4	10	4
Read the sports pages of your newspaper	39 -58%-	19	7	6	25	4
Talk about sports with your friends	27 -60%-	33	14	11	11	4
Watch sports events on television	17 -73%-	56	14	7	2	4
Listen to sports on the radio	9 -28%-	19	12	15	41	4
Read magazines on sports and athletes	4 -21%-	17	22	17	36	4
Read books on sports and athletes	4 -12%-	8	15	20	49	4

(Number of respondents) (1319)

Fans and Spectators

TABLE 1.3: NUMBER OF SPORTING EVENTS ATTENDED IN THE PAST YEAR

During the past year, approximately how many times have you attended a sports event as a spectator? This could be either professional, amateur, children's or other organized sports events.

<u>Number of Sporting Events Attended in Past Year</u>	<u>%</u>
None	21
One to two	14
Three to five	11
Six to 10	16
11 to 20	13
More than 20	25
(Number of respondents) (1264)	

	Number of Sporting Events Attended in the Past Year						
	<u>Never</u>	<u>One to Two</u>	<u>Three to Five</u>	<u>Six to Ten</u>	<u>11 to 20</u>	<u>More than 20</u>	<u>(Number of Respondents)</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Gender</u>							
Male	16	14	10	17	14	29	(611)
Female	25	15	12	16	12	20	(627)
<u>Age</u>							
14 - 17	3	13	15	15	22	32	(258)
18 - 24	10	13	10	17	19	31	(180)
25 - 34	14	15	15	14	14	28	(141)
35 - 49	14	9	8	19	14	35	(199)
50 - 64	31	20	10	19	8	12	(160)
65 and over	49	16	9	12	4	10	(308)

TABLE 1.3: SPORTING EVENTS ATTENDED (continued)

Number of Sporting Events Attended
in the Past Year

	None	One to Two	Three to Five	Six to Ten	11 to 20	More than 20	(Number of Respondents)
	%	%	%	%	%	%	
<u>Education</u>							
8th grade or less	32	19	12	17	9	11	(191)
Some high school	21	11	10	14	14	30	(154)
High school graduate	20	15	12	15	12	26	(470)
Some college	18	14	11	16	16	25	(187)
College graduate	16	12	9	18	15	30	(243)
<u>Income</u>							
Less than \$10,000	38	13	12	14	9	14	(231)
\$10,000 - \$14,999	20	14	12	15	13	26	(131)
\$25,000 - \$19,999	18	16	14	15	16	21	(164)
\$20,000 - \$24,999	15	20	10	17	9	29	(141)
\$25,000 - \$29,999	14	11	11	21	13	30	(134)
\$30,000 - \$39,999	13	12	9	22	14	30	(113)
\$40,000 and over	13	12	10	16	16	33	(166)
<u>Athlete Index*</u>							
Non-athletes	1	60	34	26	17	14	(340)
	2	37	57	54	67	57	(670)
Athletes	3	3	9	20	16	29	(240)

* See Methodology for details of scale construction.

Fans and Spectators

TABLE 1.4: INTEREST IN WATCHING SPECIFIC SPORTS

How interested are you in watching each of the following?

	<u>Always Interested</u> %	<u>Usually Interested</u> %	<u>Sometimes Interested</u> %	<u>Never Interested</u> %	<u>Don't Know</u> %
Football	39	16	26	19	--
Baseball	28	17	37	18	--
Basketball	19	14	38	29	--
Boxing	19	10	29	41	1
Gymnastics	17	16	40	26	1
Swimming/diving	14	14	45	26	1
Ice skating	13	13	35	38	1
Horse racing	13	9	37	40	1
Tennis	12	14	38	35	1
Track and field	12	11	38	37	2
Skiing	11	13	42	33	1
Auto racing	10	10	41	39	--
Marathons	10	9	35	45	1
Professional wrestling	10	5	22	61	2
Bowling	9	8	33	49	1
Golf	8	8	30	53	1
Surfing	8	6	37	48	1
Weightlifting	8	6	35	47	4
Amateur wrestling	8	5	24	61	2
Boating	7	7	31	54	1
Soccer	6	6	32	54	2
Hockey	6	5	35	52	2
Jai-alai	1	2	12	78	7
Lacrosse	1	2	11	80	6

(Number of respondents) (1319)

TABLE 1.5: FAVORITE SPECTATOR SPORTS

Of all the sports just mentioned, which one do you like to watch more than any other?

	<u>1</u>
Football	28
Baseball	18
Basketball	8
Gymnastics	5
Wrestling	4
Boxing	4
Tennis	4
Auto racing	4
Skating	4
Others	20
Don't know/No answer	1

(Number of respondents) (1263)

Fans and Spectators

TABLE 1.6: INTEREST IN CHAMPIONSHIP SPORTS EVENTS

Which of the following championship sports events would you most like to attend next year? Please pick only one.

	<u>1</u>
Pro football Super Bowl game	18
Baseball World Series	17
Olympics	16
Kentucky Derby horse race	7
Indianapolis 500	6
Heavyweight boxing title fight	5
World figure skating championship	5
College football bowl game	4
NCAA college basketball championship	4
U.S. Open or Wimbledon tennis championship	3
National gymnastics competition	3
U.S. Open golf championship	3
Pro basketball championship playoff	2
Stanley Cup hockey playoff	2
World Cup soccer championship	1
National track and field championship	1
Other	3
Don't know	1
(Number of respondents)	(1269)

TABLE 1.7: FREQUENCY OF FAN ACTIVITIES

<u>Number of Activities</u> <u>Reading, Watching, Etc.*</u>	<u>Daily or</u> <u>Almost Daily</u> <u>%</u>	<u>At Least</u> <u>Once a Week or More</u> <u>%</u>
0	31	11
1	23	11
2	21 69%	13 89%
3 or More	24	65
(Number of respondents)	(1319)	

* Includes watching sports on television, listening to sports on radio, reading the sports pages, watching or listening to sports news, reading sports books or magazines and talking about sports with friends.

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TABLE 1.8: FAN ACTIVITIES BY SPORTSFAN INDEX

	Sportsfan Index			
	Non- fans			Fans
	$\frac{1}{4}$	$\frac{2}{4}$	$\frac{3}{4}$	$\frac{4}{4}$
<u>Number of Sporting Events Attended in Past Year</u>				
None	44	29	13	10
One of two	20	16	16	8
Three to five	11	17	9	5
Six to 10	14	12	21	15
11 to 20	6	10	15	16
More than 20	5	16	27	46
 How often do you watch sports events on television?				
Daily or almost daily	--	3	17	57
About once or twice a week	--	66	71	42
About once or twice a month	50	17	11	1
Less than once a month	38	12	1	--
Never	12	2	--	--
 How often do you watch or listen to sports news on television or radio?				
Daily or almost daily	--	28	78	93
About once or twice a week	--	41	17	5
About once or twice a month	27	11	2	--
Less than once a month	25	6	1	1
Never	48	14	2	1
(Number of respondents)	(93)	(475)	(436)	(246)

TABLE 1.9: SPORTSFAN INDEX BY DEMOGRAPHIC VARIABLES

		<u>General Public</u>		<u>Number of Respondents</u>	
		<u>2</u>			
<u>Sportsfan Index</u>					
Non-fans	1	11		(144)	
	2	36	70%	(482)	
	3	34		(445)	
Fans	4	19		(247)	
(Number of respondents)				(1319)	

<u>Sportsfan Index</u>					

	<u>Non-fans</u>			<u>Fans</u>	<u>(Number of Respondents)</u>
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Gender</u>					
Male	6	24	38	30	(642)
Female	16	47	29	8	(663)
<u>Age</u>					
14 - 17	7	37	33	23	(143)
18 - 24	12	39	27	22	(199)
25 - 34	12	40	30	18	(253)
35 - 49	10	32	40	18	(258)
50 - 64	12	36	34	18	(254)
65 and over	12	34	38	16	(209)
<u>Race</u>					
White	11	38	33	18	(1109)
Black	13	24	37	26	(162)
Other	5	37	31	27	(42)
<u>Education</u>					
8th grade or less	16	44	33	7	(222)
Some high school	7	35	34	24	(158)
High school graduate	11	36	30	23	(489)
Some college	12	35	35	18	(194)
College graduate	9	33	40	18	(251)

Fans and Spectators

TABLE 1.9: SPORTSFAN INDEX (continued)

	Sportsfan Index				(Number of Respondents)
	Non-Fans $\frac{1}{\%}$	$\frac{2}{\%}$	$\frac{3}{\%}$	Fans $\frac{4}{\%}$	
<u>Population Density</u>					
1 million and over	7	24	42	27	(138)
100,000 - 1 million	10	37	30	23	(213)
25,000 - 99,999	14	30	38	18	(288)
2,500 - 24,999	10	36	35	19	(306)
Under 2,500	8	49	30	13	(242)

Participation

The United States is also a nation of sports participants. Forty-two percent (42%) of the general public classify their interest in participating in sports as very high or somewhat high. Only a quarter of the population (25%) say they have little or no interest in participating in an athletic activity. A greater number of young people (62% of those between 14 and 17 years compared with 21% of those 65 and older) and a greater number of males than females (55% vs. 32%) claim a high interest in sports participation. And fans are much more likely than non-fans to have a high interest in participating (42% vs. 7%).

The hectic lives many Americans lead would seem to preclude active sports involvement. Our findings show this not to be the case; sports participation is an essential part of the lives of a great number of Americans. Almost half (44%) of all Americans say they engage in at least one athletic activity every day or almost every day, and 71% say they engage in a sport or physical exercise at least once a week.

To explore further these very surprising findings, a three-point scale was developed, which we have called the Athlete Index*.

Nineteen percent (19%) of all Americans can be classified as avid sports participants, while 29% do not participate in any physical activities on a regular basis. The majority (52%) can be classified as moderate participants.

One explanation for the extensive participation by Americans is that teenagers participate in sports much more frequently than any other group. Indeed, two out of every three people 14-17 years of age (66%) are avid sports participants, compared with 29% of 18-24 year olds, 16% of 25-34 year olds, 12% of 35-49 year olds, 6% of 50-64 year olds, and only 2% of those 65 and older.

* See Methodology for details of scale construction.

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With some exceptions, other demographic differences between athletes and non-athletes are not nearly as pronounced as they are for fans and non-fans. For example, blacks are no more or less likely than whites to be avid athletes, and men are only slightly more likely than women to fall into the highest athlete category (22% vs. 14%). City size, however, does seem to make a difference. Twenty-eight percent (28%) of those in the largest population centers are athletes, compared with 15% of those in the least populated areas.

In 1977, U.S. News & World Report released figures showing that the sports with the most participants were swimming and bicycling. The Lite Sports Report finds a continuing interest in these two sports. However, our list included calisthenics and jogging, and found them high on the list of activities in which Americans participate.

The Lite Sports Report shows that Americans participate in a wide variety of sports and exercise, with calisthenics (15%), swimming (13%), bicycling (13%) and jogging (12%) chosen most often as activities engaged in every day or almost every day. One out of every three Americans (33%) swims at least once a week. About three out of 10 jog (29%), do some form of calisthenics (29%), or bicycle (28%). When asked "of all the sports you participate in, which is your favorite?", 10% choose swimming and 8% pick football, while baseball and basketball are each chosen by 7%.

More than half of Americans say that enjoyment (57%) and improving their health (56%) are among the most important reasons they participate in athletic activities. Among some of the other reasons people participate in sports are relieving tension (rated highly by 45% of participants), a sense of accomplishment (36%), improved mental alertness (33%), time spent with other family members who also play (30%), and the thrill of victory (31%).

When asked for their number one reason for engaging in sports, it is clear that Americans are well aware of the positive effect exercise can have on their physical and mental well-being. Two out of five (39%) participants state that improving their health is the single most important reason they engage in sports. About one third (32%) say enjoyment is their number one reason.

TABLE 1.10: INTEREST IN SPORTS PARTICIPATION

How would you classify your interest in participating in sports or physical activity?

	<u>%</u>
Very high	21
Somewhat high	21
Medium	31
Somewhat low	10
Very low	15
Don't know	2
(Number of respondents)	(1319)

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TABLE 1.11: INTEREST IN SPORTS PARTICIPATION BY SPORTSFAN INDEX

How would you classify your interest in participating in sports or physical activity?

	Very High %	Somewhat High %	Medium %	Somewhat Low %	Very Low %	(Res.)	
<u>Gender</u>							
Male	30	-55%- 25	27	6	12	(633)	
Female	14	-32%- 18	36	13	19	(640)	
<u>Age</u>							
14 - 17	35	-62%- 27	30	6	2	(138)	
18 - 24	24	33	33	6	4	(198)	
25 - 34	25	24	31	11	9	(252)	
35 - 49	23	20	31	11	15	(251)	
50 - 64	14	17	32	15	22	(241)	
65andover	12	-21%- 9	31	11	37	(200)	
<u>Education</u>							
8th grade or less	20	11	33	7	29	(211)	
Some high school	25	21	35	8	11	(155)	
High school graduate	19	22	32	12	15	(477)	
Some college	24	24	31	11	10	(191)	
College graduate	24	27	26	11	12	(248)	
<u>Income</u>							
Less than \$10,000	20	14	32	6	28	(242)	
\$10,000 - \$14,999	15	20	37	16	12	(136)	
\$15,000 - \$19,999	20	22	35	7	16	(168)	
\$20,000 - \$24,999	18	25	30	13	14	(146)	
\$25,000 - \$29,999	24	22	35	12	7	(136)	
\$30,000 - \$39,999	24	21	29	13	13	(113)	
\$40,000 and over	28	28	26	11	7	(168)	
<u>Population Density</u>							
Over 1 million	25	29	22	8	16	(136)	
100,001 to 1,000,000	24	24	30	10	12	(211)	
25,001 to 100,000	21	23	33	9	14	(285)	
2,500 to 25,000	24	21	32	9	14	(300)	
Under 2,500	14	16	40	13	17	(227)	
<u>Sportsfan Index</u>							
Non-fans	1	7	8	37	11	37	(137)
	2	12	21	33	15	19	(464)
	3	25	23	35	8	9	(440)
Fans	4	42	27	18	3	10	(245)

TABLE 1.12: FREQUENCY OF PARTICIPATION IN ATHLETIC ACTIVITIES

<u>Number of Activities</u>	<u>Daily or Almost Daily</u> %	<u>At Least Once a Week or More</u> %
0	56	29
1	20	14
2	10 44%	11 71%
3 or More	14	46

(Number of respondents) (1319)

TABLE 1.13: ATHLETE INDEX BY DEMOGRAPHIC VARIABLES*

<u>Athlete Index</u>	<u>General Public</u> %	<u>(Number of Respondents)</u>
Non-Athletes 1	29	(386)
2	52	(689)
Athletes 3	19	(243)

(Number of respondents) (1319)

<u>Athlete Index</u>				
	<u>Non Athletes</u>		<u>Athletes</u>	
	<u>1</u> %	<u>2</u> %	<u>3</u> %	<u>(Number of Respondents)</u>
<u>Gender</u>				
Male	22	56	22	(642)
Female	37	49	14	(663)
<u>Age</u>				
14 - 17	5	29	66	(143)
18 - 24	9	62	29	(199)
25 - 34	15	69	16	(253)
35 - 49	24	64	12	(255)
50 - 64	45	49	6	(254)
65 and over	71	27	2	(209)

* See Methodology for details of scale construction.

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TABLE 1.13: ATHLETE INDEX BY DEMOGRAPHIC VARIABLES (continued)

	Athlete Index			
	<u>Non</u>		<u>Athletes</u>	<u>(Number of</u>
	<u>Athletes</u>			<u>Respondents)</u>
	<u>1</u>	<u>2</u>	<u>3</u>	
	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Education</u>				
8th grade or less	49	30	21	(222)
Some high school	20	43	37	(158)
High school graduate	30	57	13	(489)
Some college	22	59	19	(194)
College graduate	22	63	15	(251)
<u>Income</u>				
Less than \$10,000	47	37	16	(257)
\$10,000 - \$14,999	35	49	16	(139)
\$15,000 - \$19,999	25	62	14	(169)
\$20,000 - \$24,999	25	63	12	(149)
\$25,000 - \$29,999	16	65	19	(137)
\$30,000 - \$39,999	21	61	18	(115)
\$40,000 and over	23	52	25	(169)
<u>Population Density</u>				
Over 1 million	23	49	28	(138)
100,001 to 1,000,000	26	56	18	(213)
25,001 to 100,000	25	58	17	(288)
2,500 to 25,000	30	51	19	(306)
Under 2,500	33	52	15	(242)

TABLE 1.14: SPECIFIC ATHLETIC ACTIVITIES: PARTICIPATION

How often did you engage in these activities during the past year? Some activities you may do only in the winter or the summer. When answering how often you participated in those activities think of how often you did them during that season.

	Daily or Almost Daily	About Once or Twice a Week	About Once or Twice a Month	Less than Once a Month	Never	Don't Know	
	%	%	%	%	%	%	
Swimming	13	-33%-	20	16	9	40	2
Calisthenics	15	-29%-	14	6	4	53	8
Jogging	12	-29%-	17	13	7	49	2
Bicycling	13	-28%-	15	11	8	51	2
Softball/baseball	7	-21%-	14	13	9	54	3
Weightlifting	6	-15%-	9	7	5	69	4
Basketball	6	-15%-	8	10	8	65	3
Football/rugby	4	-12%-	8	8	6	71	3
Tennis, squash, etc.	3	-12%-	9	14	13	58	3
Pool/billiards	3	-11%-	8	11	13	62	3
Boating	3	-11%-	8	13	15	58	3
Aerobic dancing	3	-10%-	7	4	3	80	3
Bowling	1	-10%-	9	12	15	60	3
Table tennis	2	- 8%-	6	9	16	64	3
Skating	2	- 7%-	5	12	10	68	3
Volleyball	2	- 7%-	5	10	12	68	3
Skiing	1	- 6%-	5	7	8	76	3
Golf	1	- 6%-	5	6	9	76	3
Soccer	3	- 5%-	2	4	5	83	3
Gymnastics	2	- 5%-	3	3	4	85	3
Wrestling	2	- 4%-	2	2	3	88	3
Horseback riding	1	- 3%-	2	5	10	79	3
Archery	1	- 3%-	2	2	5	87	3
Other team sports	1	- 3%-	2	3	3	85	6
Handball	1	- 2%-	1	2	4	88	4
Hockey	1	- 2%-	1	2	2	91	3
Fencing	-	- 1%-	1	1	2	93	3
Lacrosse	-	- ---	-	-	2	94	4
Jai-alai	-	- ---	-	-	2	94	4
Other	12	-25%-	13	9	2	64	-

(Number of respondents) (1319)

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TABLE 1.15: FAVORITE ATHLETIC ACTIVITIES

Of all the sports you participate in, which is your favorite?

	<u>%</u>
Swimming	10
Football	8
Baseball	7
Basketball	7
Tennis	6
Bowling	5
Golf	5
Jogging	4
Softball	4
Bicycling	4
Others	39
Don't know	1
(Number of respondents)	(1107)

TABLE 1.16: REASONS FOR PARTICIPATING IN ATHLETIC ACTIVITY:

How important are the following reasons to you for engaging in physical activity? I'd like you to rate them on a scale of 1 to 10 with 10 being the most important reason you engage in these activities, and 1 being the least important.

	<u>Average Score</u>	<u>Percent Ranking as 10 in Importance</u> %
Enjoyment of the game	8.9	57
Improved health	8.7	56
Release of tension/relaxation	8.3	45
Sense of accomplishment	7.9	36
Improved mental alertness	7.8	33
Time spent with other family members who also play	7.2	30
Time spent with close friends while playing	7.2	25
Sense of being a member of the team	6.9	28
Improved physical attractiveness	6.9	28
Improved athletic skill	6.9	25
Thrill of victory	6.6	31
Feeling younger/reminder of your youth	6.2	25
Sport competition	5.9	17
Other people's respect for your athletic skill	5.7	16
(Number of respondents) (1112)		

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TABLE 1.17: REASONS FOR PARTICIPATING IN ATHLETIC ACTIVITIES:

What would you say is the number one reason you play sports?
Open-Ended Question

	<u>%</u>
Improved health	39
Enjoyment	32
Relaxation	7
Competition	6
Friends	5
Well-being	4
Being outdoors	2
Other	5
(Number of respondents)	(1061)

Participating in Sports At Work

It is quite common for sports activities to be integrated into the work place. More than one third (37%) of employed Americans work at places that have sports teams or sports events organized by co-workers or their employers. Forty percent (40%) of these people participate in the sports events.

The data show that the work places demanding higher education from their employees are particularly likely to have organized sports events. Only 12% of Americans with less than an eighth grade education work at places with organized teams, compared with 38% of high school graduates and 49% of college graduates. Men also are more likely than women to have sports events where they work (43% vs. 28%). Another factor affecting this issue is town size. Workers living in larger cities are particularly likely to have organized sports events at their jobs. Forty-six percent (46%) of those living in cities with populations of over one million, compared with 38% of those living in towns with populations of 25,001 to 100,000 and 32% of those living in towns of under 2,500 people have organized sports events at work. Income is also a related factor. Only 20% of those earning under \$10,000 have organized sports events at their place of work compared with 32% of those earning between \$20,000 and \$24,999 and 53% of those earning between \$30,000 and \$39,999.

TABLE 1.18: SPORTS ACTIVITIES AT THE OFFICE

At the place where you work, are there any sports teams or sports events organized by co-workers or your employers?

	<u>%</u>
Yes	37
No	63
(Number of respondents)	(817)

If yes: Do you participate in any of these sports events?

	<u>%</u>
Yes	40
No	60
(Number of respondents)	(339)

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TABLE 1.19: SPORTS ACTIVITIES AT THE WORKPLACE BY GENDER, AGE, EDUCATION, INCOME, POPULATION DENSITY

	Sports Activities At The Workplace		(Number of Respondents)
	<u>Yes</u> %	<u>No</u> %	
<u>Gender</u>			
Male	43	57	(459)
Female	28	72	(354)
<u>Age</u>			
14 - 17	13	87	(67)
18 - 24	37	63	(149)
25 - 34	46	54	(210)
35 - 49	42	58	(201)
50 - 64	35	65	(143)
65 and over	3	97	(41)
<u>Education</u>			
8th grade or less	12	88	(65)
Some high school	22	78	(82)
High school graduate	38	62	(338)
Some college	39	61	(138)
College graduate	49	51	(189)
<u>Income</u>			
Less than \$10,000	20	80	(109)
\$10,000 - \$14,000	32	68	(78)
\$15,000 - \$19,999	38	62	(107)
\$20,000 - \$24,999	32	68	(102)
\$25,000 - \$29,999	46	54	(111)
\$30,000 - \$39,999	52	48	(90)
\$40,000 and over	42	58	(128)
<u>Population Density</u>			
Over 1 million	46	54	(95)
100,001 to 1,000,000	40	60	(143)
25,001 to 100,000	38	62	(191)
2,500 to 25,000	35	65	(199)
Under 2,500	32	68	(141)

CHAPTER TWO

SPORTS AND THE AMERICAN FAMILY

As the previous chapter demonstrated, Americans are participating in and watching sporting events at a tremendous rate, making sports one of the most time-consuming and most important aspects of American life.

In investigating just how sports affect our lives, a central question is how it affects the American family. Does sports participation and spectatorship in a family that shares an enthusiasm for sports strengthen the family unit? Does it divide a family in which some members are involved and others are not? The Miller Lite Report On American Attitudes Toward Sports dramatically demonstrates that with women's increased participation and interest as spectators, sports has become a family function which provides an important bond between husbands and wives and parents and children. Furthermore, the report suggests that husbands and wives who have similar levels of interest in sports are more satisfied with various aspects of their lives than those whose interests differ sharply.

Participation of Children

To begin investigating the impact of sports on the American family, let us first examine its effect on the parent/child relationship. We have already seen that a huge number of Americans participate in sports on a daily basis. This is certainly true of our nation's children. Three out of every five

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parents¹ (62%) say their children participate in organized sports activities. Of these, 83% say at least some of these activities are competitive, that is, they involve scheduled events such as meets, tournaments, or races. Clearly, this high level of participation by children is due at least in part to parental influence:

- * Three out of every four American parents (75%) say that they almost always or often encourage their children to participate in sports.
- * 72% encourage their children to practice their skills away from the game.
- * 61% encourage their children to be aggressive in competition.
- * 34% encourage their children to play better than other team members or athletes.
- * Only 6% encourage their children to spend less time playing sports.

Parents who are avid fans are, by a remarkably wide margin, more likely than non-fans to encourage their children to participate. Eighty-seven percent (87%) of fans say they always or often encourage their children to participate in sports, compared with only 54% of non-fans. In addition:

- * 80% of fans almost always or often encourage their children to practice their athletic skills, compared with only 58% of non-fans.
- * 77% of fans, but only 21% of non-fans, encourage their children to compete aggressively.

1. Only parents with children between the ages of three and eighteen were asked these question.

- * 41% of fans encourage their children to play better than other team members or athletes, compared with 15% of non-fans.

Surprisingly, this encouragement on the part of fans seems to have only a marginal effect on whether or not children actually engage in sports. Sixty-one percent (61%) of fans say their children actually participate in organized athletics, compared with 55% of non-fans. In other words, fans interact with their children differently than non-fans, but are not significantly more likely to have children participating in organized sports.

Not only do parents encourage their children to participate in sports, they become personally involved in their children's activities, perhaps living vicariously through their experiences. Almost half (45%) of all American parents say that when watching their children compete they almost always or often feel as though they are competing in the game. Eighty-three percent (83%) almost always or often shout encouragement to their children or their teams, 45% worry about their children being injured, 11% admit they yell at referees or game officials, and 6% say they argue with the coach or manager. These data are particularly interesting in light of the findings presented in Chapter One, which demonstrated that teenagers and those in their early twenties are by far the most likely Americans to be sports participants. The enjoyment of this participation is shared not only by young people, but also by their parents.

Again, parents who are fans are much more likely than non-fans to feel a part of their children's athletic endeavors:

- * Forty-six percent (46%) of fans almost always feel as though they are competing in the game when they watch their children compete, compared with only 24% of non-fans.

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- * Eighty-four percent (84%) of fans shout encouragement to their children or their teams compared with 52% of non-fans.

There are only minor differences between athletes and non-athletes when it comes to "almost always" encouraging their children to compete aggressively, encouraging their children to play better than other team members or athletes, or feeling as though they are competing in their children's games. However, athletes are more likely to encourage their children to participate in sports (64% vs. 38%), to practice their athletic skills (51% vs. 34%), and to shout encouragement to their children or their teams (83% vs. 53%).

TABLE 2.1: CHILDREN'S PARTICIPATION IN ORGANIZED SPORTS ACTIVITIES

Do your children participate in organized sports activities?

	<u>%</u>
Yes	62
No	38
(Number of respondents)	(377)

Are any of these activities competitive, in other words, do they involve scheduled meets, tournaments, games, races, etc.?

	<u>%</u>
Yes	83
No	17
(Number of respondents)	(235)

TABLE 2.2: PARENTS' ADVICE TO CHILDREN PLAYING SPORTS

How often do you:

	<u>Almost Always</u> %	<u>Often</u> %	<u>Sometimes</u> %	<u>Rarely</u> %	<u>Never</u> %
Encourage your children to participate in sports	47 -75%- 28		12	4	9
Encourage your children to practice their skills away from the game	42 -72%- 30		14	6	8
Encourage your children to be aggressive in competition	42 -61%- 19		13	10	16
Encourage your children to play better than other team members or athletes	22 -34%- 12		17	15	34
Encourage your children to spend less time playing sports	1 - 6%- 5		18	15	61

(Number of respondents) (197)

Sports and the Family

TABLE 2.3: PARENTS' ADVICE TO CHILDREN BY SPORTSFAN INDEX

How often do you:

	Sportsfan Index			
	Non-Fans <u>1</u> %	2 %	3 %	Fans <u>4</u> %
Encourage your children to participate in sports.				
Almost always	33	33	56	59
Often	21	39	20	28
Sometimes	11	16	12	7
Rarely	6	6	3	4
Never	29	6	9	2
Encourage your children to practice their skills away from the game.				
Almost always	21	36	47	52
Often	37	31	29	28
Sometimes	10	17	15	8
Rarely	3	9	6	2
Never	29	7	3	10
Encourage your children to be aggressive in competition.				
Almost always	12	31	49	58
Often	9	23	18	19
Sometimes	22	13	13	10
Rarely	8	14	10	7
Never	49	19	10	6
Encourage your children to play better than other team members or athletes.				
Almost always	12	18	20	35
Often	3	13	18	6
Sometimes	13	13	17	23
Rarely	15	20	12	12
Never	57	36	33	24
(Number of respondents)	(19)	(61)	(75)	(46)

TABLE 2.4: CHILDREN PARTICIPATING IN ORGANIZED SPORTS BY SPORTSFAN INDEX

	Sportsfan Index			
	Non-Fans $\frac{1}{9}\%$	$\frac{2}{9}\%$	$\frac{3}{9}\%$	Fans $\frac{4}{9}\%$
Do your children participate in organized sports activities?				
Yes	55	56	71	61
No	45	44	29	39
(Number of respondents)	(44)	(128)	(132)	(77)

TABLE 2.5: PARENTS' FEELINGS ON WATCHING THEIR CHILDREN COMPETE

When watching your children compete how often do you:

	Almost Always $\frac{1}{9}\%$	Often $\frac{2}{9}\%$	Sometimes $\frac{3}{9}\%$	Rarely $\frac{4}{9}\%$	Never $\frac{5}{9}\%$
Feel as if you are competing in the game	31 -45%-	14	18	12	25
Shout encouragement to your children or their team	60 -83%-	23	8	5	4
Worry about your child being injured	32 -45%-	13	23	15	17
Yell at the referee or game official	6 -11%-	5	16	16	57
Argue with the coach or manager	3 - 6%-	3	7	11	76
(Number of respondents)	(198)				

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TABLE 2.6: PARENTS' FEELINGS ON WATCHING THEIR CHILDREN COMPETE BY SPORTSFAN INDEX

	Sportsfan Index			
	Non- Fans			Fans
	$\frac{1}{4}$ %	$\frac{2}{4}$ %	$\frac{3}{4}$ %	$\frac{4}{4}$ %
When watching your children compete, how often do you:				
Feel as if you are competing in the game?				
Almost always	7	21	39	44
Often	17	14	19	2
Sometimes	21	14	17	23
Rarely	12	17	7	13
Never	43	34	18	18
Shout encouragement to your children or their team?				
Almost always	37	43	75	70
Often	15	40	17	14
Sometimes	13	9	5	10
Rarely	10	6	1	6
Never	25	2	2	--
(Number of respondents)	(18)	(61)	(79)	(41)

TABLE 2.7: ADVICE TO CHILDREN BY ATHLETE INDEX

How often do you encourage your children to:

	Athlete Index		
	Non- Athletes		Athletes
	$\frac{1}{\%}$	$\frac{2}{\%}$	$\frac{3}{\%}$
Participate in sports.			
Almost always	38	46	64
Often	28	29	21
Sometimes	13	13	6
Rarely	4	5	2
Never	17	7	7
How often do you encourage your children to practice their skills away from the game?			
Almost always	34	43	51
Often	28	30	30
Sometimes	17	15	7
Rarely	3	6	5
Never	18	6	7
How often do you shout encouragement to your children or their team?			
Almost always	53	58	83
Often	22	27	5
Sometimes	4	11	2
Rarely	4	3	10
Never	17	1	--
(Number of respondents)	(35)	(134)	(31)

Sports and the Family

Attitudes toward Children Winning and Losing

Americans send mixed signals when it comes to their children winning or losing. On the one hand, American parents seem to indicate that they are not upset when their children lose an event, and that winning is not their main concern. Three out of four (74%) parents say that when their children win an event it also would have been all right if they had lost. Seven out of ten (69%) say they usually encourage them to try harder the next time. Thirty-one percent (31%) even give them special treats or privileges when they lose. Only 2% say they feel angry or embarrassed.

On the other hand, half of all parents (50%) do not clearly agree that it doesn't matter whether their child wins or loses. Twenty percent (20%) say they only sometimes feel that it doesn't matter, 10% say rarely, and another 20% say never. In addition, while parents claim that they are not overly disappointed when their children lose, they certainly are happy when they win. Ninety-three percent (93%) say they feel proud, 64% feel overjoyed, 53% talk about the success with other people, and 40% give their victorious child a special treat or privilege.

Furthermore, parents who are spectators are more likely than non-fans to put pressure on their children. For example, 52% of non-fans strongly agree that it doesn't matter whether their children win or lose, compared with only 33% of fans. And only 43% of fans always feel that it is all right to lose, compared with 63% of non-fans. Even more striking is the finding that while 90% of non-fans say they never feel embarrassed when their children lose sporting events, only 66% of fans never do.

Parents who are spectators feel that they have something to offer their children. About half (49%) say that when their children lose an event they almost always recommend ways they can improve their skills, compared with only 11% of non-fans.

TABLE 2.8: ATTITUDE TOWARD WINNING

When your children win an event, how often do you feel that it's good that they won, but it would have been all right if they lost too?

	<u>%</u>
Almost always	56
Often	18
Sometimes	20
Rarely	4
Never	2
(Number of respondents)	(203)

TABLE 2.9: WHEN CHILDREN LOSE

When watching your children compete, how often do you feel it doesn't matter whether they win or lose?

	<u>%</u>	
Almost always	40	
Often	9	
Sometimes	20	
Rarely	10	50%
Never	20	

(Number of respondents) (198)

When your children lose an event, how often do you:

	<u>Almost Always</u> <u>%</u>	<u>Often</u> <u>%</u>	<u>Sometimes</u> <u>%</u>	<u>Rarely</u> <u>%</u>	<u>Never</u> <u>%</u>
Feel that it's all right to lose	49 -63-	14	27	4	6
Encourage them to try harder next time	48 -69%-	21	17	6	8
Recommend ways they can improve their skills	36 -63%-	27	24	4	9
Give them a special treat or privilege	19 -31%-	12	19	11	39
Feel angry	--	2	8	18	72
Feel embarrassed	1	1	8	15	75
Feel disappointed	14	5	30	17	34
(Number of respondents)	(201)				

Sports and the Family

TABLE 2.10: WHEN CHILDREN WIN

When your children win an event, how often do you:

	<u>Almost Always</u> %	<u>Often</u> %	<u>Sometimes</u> %	<u>Rarely</u> %	<u>Never</u> %
Feel proud	75 -93%	18	5	2	--
Feel overjoyed	45 -64%	19	19	9	7
Talk about their success with other people	32 -53%	21	35	7	5
Give them a special treat or privilege	27 -40%	13	21	9	30

(Number of respondents) (202)

TABLE 2.11: WHEN CHILDREN WIN OR LOSE BY SPORTSFAN INDEX

	<u>Sportsfan Index</u>			
	<u>Non- Fans</u> %			<u>Fans</u> %
When your children win an event, how often do you feel that it's good that they won but it would have been all right if they lost too?				
Almost always	52	47	36	33
Often	6	11	9	6
Sometimes	27	15	27	12
Rarely	8	16	7	13
Never	7	11	21	36
(Number of respondents)	(19)	(59)	(80)	(41)

TABLE 2.11: WHEN CHILDREN WIN OR LOSE BY SPORTSFAN
INDEX (continued)

	Sportsfan Index			
	Non- Fans			Fans
	<u>1</u> %	<u>2</u> %	<u>3</u> %	<u>4</u> %
When your children lose an event, how often do you:				
Feel that it's all right to lose.				
Almost always	63	58	43	43
Often	26	9	15	11
Sometimes	8	28	30	30
Rarely	--	2	7	--
Never	3	3	5	16
Recommend ways they can improve their skills.				
Almost always	11	26	41	49
Often	12	33	26	27
Sometimes	41	27	22	19
Rarely	7	8	1	1
Never	29	6	10	4
Feel embarrassed.				
Almost always	--	--	1	2
Often	--	--	1	3
Sometimes	3	3	9	15
Rarely	7	15	18	14
Never	90	82	71	66
(Number of respondents)	(19)	(59)	(80)	(41)

Sports and the Family

Attitudes Toward Children's Participation

Americans certainly seem to feel that sports is good for children. Fifty-nine percent (59%) strongly agree that competition is good for kids because it teaches them to strive to do their best. Another 33% agree somewhat. The least educated (64% of those with an eighth-grade education or less compared with 45% of college graduates), men (64% compared with 54% of women), and sports fans (68% compared with 52% of non-fans) are particularly likely to believe that competition is good for kids.

Americans also feel that increased participation in sports would greatly reduce teenage crime. Fully 82% agree with this statement. It is interesting that while sports fans are more likely than non-fans to feel this way (51% compared with 34%), those affected most, i.e., teenagers, tend to disagree. Only one-third (34%) of teenagers between the ages of 14 and 17 believe participation in sports by young people reduces crime, compared with about half of those aged 35-49 (48%), 50-64 (48%) and 65 and over (54%).

While the American public wholeheartedly supports athletic participation on the part of young people, they have serious misgivings about how organized sports for children are administered. For example, 80% of all Americans believe that sports teams with children 12 or younger should allow all children to play equal amounts of time, 82% strongly or somewhat agree that coaches of amateur teams often take the game too seriously, and 86% believe that in children's organized sports leagues there is too much emphasis placed on winning and not enough on physical and psychological development. It is interesting to note that the fan and the non-fan alike share these misgivings.

The leadership groups, even coaches, agree that sports leagues for children are sometimes taken too seriously. Ninety percent (90%) of sports journalists and 79% of coaches agree that coaches of amateur teams often take the game too seriously. Ninety-four percent (94%) of coaches and sports doctors, and 92% of sports

journalists, agree that in organized sports leagues there is too much emphasis placed on winning and not enough on physical and psychological development. Coaches, surprisingly, are more likely than both the general public and sports journalists to agree that sports teams for children 12 or younger should be open leagues where all children play equal amounts of time (89% of coaches, 80% of the public, and 77% of sports journalists agree).

TABLE 2.12: ATTITUDES TOWARD CHILDREN'S PARTICIPATION IN SPORTS

	<u>Strongly Agree</u> %	<u>Somewhat Agree</u> %	<u>Somewhat Disagree</u> %	<u>Strongly Disagree</u> %	<u>Don't Know</u> %
Competition is good for kids because it teaches them to strive to do their best.	59 -92%-	33	5	2	1
Increased participation in sports by youth would greatly reduce crime.	42 -82%-	40	11	4	3
Coaches of amateur teams often take the game too seriously.	45 -82%-	37	11	4	3
In children's organized leagues, there is too much emphasis placed on winning and not enough on physical and psychological development.	57 -86%-	29	8	4	2
(Number of respondents)	(1319)				

For sports teams for children 12 or younger, should there be:

	<u>%</u>
Tryouts where there is a minimum level of competence required, or	15
Open leagues, where all children play equal amounts of time	80
Neither	1
Both	1
Don't know	3
(Number of respondents)	(1319)

Sports and the Family

TABLE 2.13: CHILDREN'S PARTICIPATION IN SPORTS BY DEMOGRAPHICS, SPORTSFAN INDEX

Competition is good for kids because it teaches them to strive to do their best.

		<u>Strongly</u> <u>Agree</u> %	<u>Somewhat</u> <u>Agree</u> %	<u>Somewhat</u> <u>Disagree</u> %	<u>Strongly</u> <u>Disagree</u> %	<u>(Number of</u> <u>Respondents</u>
<u>Gender</u>						
Male		64	29	4	3	(637)
Female		54	39	5	2	(654)
<u>Education</u>						
8th grade or less		64	25	6	5	(219)
Some high school		66	28	5	1	(156)
High school graduate		64	31	4	1	(483)
Some college		54	39	4	3	(192)
College graduate		45	47	5	3	(249)
<u>Sportsfan Index</u>						
Non-fans	1	52	39	5	4	(139)
	2	54	37	7	2	(474)
	3	62	32	4	2	(444)
Fans	4	68	27	2	3	(247)

Increased participation in sports by youth would greatly reduce crime.

		<u>Strongly</u> <u>Agree</u> %	<u>Somewhat</u> <u>Agree</u> %	<u>Somewhat</u> <u>Disagree</u> %	<u>Somewhat</u> <u>Disagree</u> %	<u>(Number of</u> <u>Respondents</u>
<u>Age</u>						
14 - 17		34	40	17	9	(139)
18 - 24		39	45	11	5	(197)
24 - 35		35	51	9	5	(249)
35 - 49		48	36	13	2	(250)
50 - 64		47	40	8	5	(245)
65 and over		54	31	10	5	(197)

TABLE 2.13: CHILDREN'S PARTICIPATION IN SPORTS BY DEMOGRAPHICS, SPORTSFAN INDEX (continued)

		<u>Strongly Agree</u> %	<u>Somewhat Agree</u> %	<u>Somewhat Disagree</u> %	<u>Somewhat Disagree</u> %	<u>(Number of Respondents)</u>
<u>Sportsfan Index</u>						
Non-fans	1	34	50	12	4	(133)
	2	38	44	12	6	(464)
	3	47	39	10	4	(437)
Fans	4	51	33	11	5	(246)

Coaches of amateur teams often take the game too seriously.

		<u>Strongly Agree</u> %	<u>Somewhat Agree</u> %	<u>Somewhat Disagree</u> %	<u>Somewhat Disagree</u> %	<u>(Number of Respondents)</u>
<u>Sportsfan Index</u>						
Non-fans	1	45	41	8	6	(130)
	2	46	40	12	2	(471)
	3	47	38	10	5	(437)
Fans	4	45	37	12	6	(244)

In children's organized sports leagues, there is too much emphasis placed on winning and not enough on physical and psychological development.

		<u>Strongly Agree</u> %	<u>Somewhat Agree</u> %	<u>Somewhat Disagree</u> %	<u>Somewhat Disagree</u> %	<u>(Number of Respondents)</u>
<u>Sportsfan Index</u>						
Non-fans	1	54	33	11	2	(134)
	2	60	27	9	4	(469)
	3	56	34	6	4	(443)
Fans	4	59	27	10	4	(244)

For sports teams for children 12 or younger should there be:

		<u>Tryouts with minimum Competence Required</u> %	<u>Open Leagues with Equal Playing Time Required</u> %	<u>Neither/Both</u> %	<u>(Number of Respondents)</u>
<u>Sportsfan Index</u>					
Non-fans	1	13	86	1	(135)
	2	13	85	2	(469)
	3	17	80	3	(436)
Fans	4	17	80	3	(240)

Sports and the Family

TABLE 2.14: ATTITUDES TOWARD CHILDREN'S PARTICIPATION IN SPORTS: LEADERSHIP GROUPS

Coaches of amateur teams often take the game too seriously.

	Sports Journalists		Coaches	
	%		%	
Strongly agree	55	90%	47	79%
Somewhat agree	35		32	
Somewhat disagree	8		12	
Strongly disagree	2		9	
Don't know	--		--	
(Number of respondents)	(120)		(235)	

In children's organized sports leagues, there is too much emphasis placed on winning and not enough on physical and psychological development.

	Sports Journalists		Coaches		Sports Doctors	
	%		%		%	
Strongly agree	70	93%	74	94%	72	94%
Somewhat agree	23		20		22	
Somewhat disagree	2		4		2	
Strongly disagree	5		2		2	
Don't know	--		--		2	
(Number of respondents)	(119)		(234)		(53)	

For sports teams for children 12 years or younger should there be:

	Sports Journalists		Coaches	
	%		%	
Tryouts where there is a minimum level of competence required, or	14		7	
Open leagues, where all children play equal amounts of time.	77		89	
Neither	2		2	
Both	7		2	
(Number of respondents)	(121)		(235)	

Participation with Children

One very powerful indication that sports act as a unifying bond for the American family is that not only are America's children participating in sports, they are often doing so with their parents. Forty percent (40%) of all American parents report that they frequently engage in some kind of sports activity with their children, while another 35% sometimes do so. It appears that such activity is a reflection of family unity rather than parental interest in sports, since the fan is only slightly more likely to engage in a sports activity with his or her child as is the non-fan (39% vs. 30%). Men are only slightly more likely than women to say that they often play sports with their children (43% vs. 36%).

Although many parents participate with their children, they watch their children compete even more. Sixty-one percent (61%) say they or their spouses always go to watch their children compete, while another 20% do so frequently. Only 6% rarely or never watch their children. This time the non-fan is significantly more likely than the fan to watch his or her child compete (74% vs. 54%).

Forty-four percent (44%) of all parents say their children most often go to sports events with both parents. Only 20% say their children most often attend with friends, while an equal percentage say the mother (12%) or father (12%) escorts them.

TABLE 2.15: PLAYING SPORTS WITH CHILDREN

How often do you play ball, golf, tennis, skate, swim, sail, jog or engage in other physical activity with your children?

	<u>f</u>	
Frequently	40	75%
Sometimes	35	
Rarely	12	
Never	13	
(Number of respondents)	(375)	

Sports and the Family

TABLE 2.15: PLAYING SPORTS WITH CHILDREN (continued)

		Playing Sports Yourself with Your Children				(Number of Respondents)
		<u>Frequently</u> %	<u>Sometimes</u> %	<u>Rarely</u> %	<u>Never</u> %	
<u>Gender</u>						
Male		43	34	12	11	(185)
Female		36	36	13	15	(184)
<u>Sportsfan Index</u>						
Non-fans	1	30	28	8	34	(43)
	2	32	39	18	11	(125)
	3	52	31	9	8	(134)
Fans	4	39	39	10	12	(74)

TABLE 2.16: WATCHING CHILDREN COMPETE

How often do you or your spouse go to watch your child or children compete?

	%
Always	61
Frequently	20
Sometimes	13
Rarely	3
Never	3
(Number of respondents)	(197)

		Go to Watch Your Children Compete					(Number of Respondents)
		<u>Always</u> %	<u>Frequently</u> %	<u>Sometimes</u> %	<u>Rarely</u> %	<u>Never</u> %	
<u>Sportsfan Index</u>							
Non-fans	-1	74	11	15	--	--	(70)
	2	59	20	15	2	5	(60)
	3	63	18	12	3	4	(82)
Fans	4	54	27	10	9	--	(41)

TABLE 2.17: TAKING THE CHILDREN TO SPORTING EVENTS

In your family, do the children most often go to sports events with their mother, their father, or both, with other relatives, or with friends?

	<u>%</u>
Mother	12
Father	12
Both mother and father	44
Friends	20
Relatives	4
Others	2
Children don't attend sports events	6
(Number of respondents)	(371)

Sports and the Family

Athletes as Role Models for Children

Yet another indication of the wide support for young people participating in sports is that three out of every four Americans (75%) believe that athletes are good role models for children, and 59% agree that athletes are often the best role models children can have. Sports fans are more likely than non-fans to feel that athletes are good role models (84% vs. 68%), as are those with little formal education (83% of those with a ninth grade education or less, compared with 72% of college graduates) and the less affluent (82% of those earning less than \$10,000 vs. 68% of those earning \$40,000 and over). It is interesting that coaches are much more likely than sports journalists to believe that athletes are good role models for children (95% vs. 80%). Coaches also are the group most likely to agree that athletes often are the best role models children can have (74%, compared with 64% of doctors, 59% of the general public, and 48% of sports journalists).

TABLE 2.18: ATHLETES AS ROLE MODELS FOR CHILDREN

Are athletes good role models for children?

	General Public %	Sports Journalists %	Coaches %
Yes	75	80	95
No	19	20	5
Don't know	6	--	--
(Number of respondents)	(1319)	(114)	(223)

TABLE 2.18: ATHLETES AS ROLE MODELS (continued)

Athletes Are Good Role Models for Children				

	<u>Yes</u>	<u>No</u>	<u>(Number of</u>	
	<u>%</u>	<u>%</u>	<u>Respondents)</u>	
<u>Education</u>				
8th grade or less	83	17	(215)	
Some high school	90	10	(151)	
High school graduate	80	20	(466)	
Some college	74	26	(175)	
College graduate	72	28	(225)	
<u>Income</u>				
Less than \$10,000	82	18	(224)	
\$10,000 - \$14,999	81	19	(130)	
\$15,000 - \$19,999	78	22	(159)	
\$20,000 - \$24,999	84	16	(145)	
\$25,000 - \$29,999	82	18	(123)	
\$30,000 - \$39,999	73	27	(104)	
\$40,000 and over	68	32	(161)	
<u>Sportsfan Index</u>				
Non-fans	1	68	32	(136)
	2	80	20	(442)
	3	79	21	(424)
Fans	4	84	16	(235)

Athletes are often the best role models children can have.

	<u>General</u>	<u>Sports</u>	<u>Coaches</u>	<u>Sports</u>
	<u>Public</u>	<u>Journalists</u>		<u>Doctors</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Strongly agree	21 59%	14 48%	28 74%	17 64%
Somewhat agree	38	34	46	47
Somewhat disagree	24	33	18	26
Strongly disagree	13	19	8	8
Don't know	4	--	--	2
(Number of respondents)	(1319)	(121)	(234)	(53)

Sports and the Family

Effect of Sports on the Family Unit

One out of every four (24%) Americans says that participating in sports or watching sporting events brings his or her family closer together. A majority, however (57%), say it has no effect, while 4% say it interferes with family life. Ten percent (10%) say that it both brings the family together and interferes.

Sports fans are twice as likely as non fans to believe that sports bring the family together (30% vs. 15%). The highly educated are also particularly likely to believe this (33% of college graduates vs. 23% of those with an eighth grade education or less).

Interestingly enough, women are slightly more likely than men to believe that sports bring families together (29% vs. 22%), even though they are far more likely than men to say that their spouse's interest in watching sports as a spectator is very high (47% vs. 16%). In other words, although men exhibit a greater enthusiasm for sports, women do not perceive this as a threat to the family unity.

Most American couples share a similar interest in sports. More than half (57%) of all those who say their interest in watching sports is very high say their spouses' interest also is very high. Seventeen percent (17%) of those whose interest level is very high say their spouses' level is moderate, while only 11% say their spouse's interest is either somewhat or very low. This 11%, however, probably forms the nucleus of what has sometimes been termed "the football widow."

The high degree of similarity between husbands and wives is good news for American families, because there seems to be more harmony in households where both husband and wife exhibit the same level of interest. These couples express significantly greater satisfaction in their relationships with their spouses. Eighty-five percent (85%) of those couples in which both members

are fans, and 88% of couples who are both non-fans, express a great deal of satisfaction with their relationship. Only 71% of those whose level of fan interest differs from their spouses express a high level of satisfaction with their partners.

Similar conclusions can be reached concerning couples' relationships with their parents and friends, their attitudes toward participating and viewing sports as a family unit, and the satisfaction they derive from their leisure time in general. For example, 65% of couples with high fan interest and 63% of those with low interest express a great deal of satisfaction with their relationships with their parents, compared with only 52% of those couples who differ in their levels of fan interest. Sixty-five percent (65%) of couples who are fans and 59% of non-fan couples express a great deal of satisfaction with their relationships with their friends, compared with only 46% of those couples who differ in their levels of fan interest. Fifty-nine percent (59%) of those who share a high interest in sports express a great deal of satisfaction with their overall leisure time, compared with 32% of those who share a low interest and 49% of those whose interest differs.

Finally, families in which both the husband and wife share a high interest in sports are significantly more likely to believe that sports bring families closer together. Forty-seven percent (47%) of couples who share a high interest believe this is true, compared with only 7% of those whose interests are both low and 20% whose interests are mixed.

In short, couples who share similar interest in sports, and particularly couples whose levels of interest are high, are more satisfied with the various aspects of their lives than those in which one member of the couple, usually the man, has a higher level of interest than the other.

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TABLE 2.19: DO SPORTS BRING THE FAMILY TOGETHER?

Does participating in sports or watching sports events bring your family closer together, does it interfere with your family life, does it do both at different times, or does it have no effect on your family life?

	<u>%</u>
Brings family together	24
Interferes with family life	4
Both	10
No effect	57
Don't know	5
(Number of respondents)	(1319)

Family Participating In or Watching Sports

	<u>Brings Family Together</u>	<u>Interferes with Family Life</u>	<u>Both</u>	<u>No Effect</u>	<u>(Number of Respondents)</u>	
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>		
<u>Gender</u>						
Male	22	4	10	64	(618)	
Female	29	5	10	65	(626)	
<u>Education</u>						
8th grade or less	23	5	6	66	(211)	
Some high school	25	2	6	67	(154)	
High school graduate	22	3	11	64	(466)	
Some college	27	5	13	55	(185)	
College graduate	33	7	11	49	(234)	
<u>Income</u>						
Less than \$10,000	21	7	5	67	(232)	
\$10,000 - \$14,999	26	--	7	67	(136)	
\$15,000 - \$19,999	17	7	14	62	(162)	
\$20,000 - \$24,999	33	4	8	55	(144)	
\$25,000 - \$29,999	28	1	16	55	(129)	
\$30,000 - \$39,999	29	5	12	54	(110)	
\$40,000 and over	28	7	9	56	(166)	
<u>Sportsfan Index</u>						
Non-fans	1	15	9	5	71	(126)
	2	21	3	10	66	(461)
	3	30	4	9	57	(431)
Fans	4	30	4	16	50	(239)

TABLE 2.20: SPOUSE'S INTEREST IN SPECTATOR SPORTS

If married: How would you classify your spouse's interest in sports as a spectator?

	<u>%</u>
Very high	32
Somewhat high	17
Medium	25
Somewhat low	11
Very low	15
(Number of respondents)	(745)

Spouse's Interest in Spectator Sports

	<u>Very High</u> <u>%</u>	<u>Somewhat High</u> <u>%</u>	<u>Medium</u> <u>%</u>	<u>Somewhat Low</u> <u>%</u>	<u>Very Low</u> <u>%</u>	<u>(Number of Respondents)</u>
<u>Gender</u>						
Male	16	15	29	17	23	(372)
Female	47	20	20	5	8	(360)

How would you classify your spouse's interest in watching a sporting event?

Very high	57	15	17	3	-11%- 8	(217)
Somewhat high	18	29	28	14	11	(154)
Medium	24	15	32	12	17	(214)
Somewhat low	16	19	15	27	23	(66)
Very low	29	9	23	10	29	(88)

Sports and the Family

TABLE 2.21: INTEREST IN SPORTS AS A COUPLE AND SATISFACTION
IN AREAS OF LIFE

In general, how much satisfaction do you get from the following areas of your life:

	Interest in Sports as a Couple			
	Both High %	Both Low %	Both Medium %	Mixed %
Your relationship with your spouse or romantic companion.				
A great deal	85	88	69	71
Quite a bit	10	8	12	15
A fair amount	5	2	19	11
A little	--	--	--	3
None	--	2	--	--
Your relationship with parents or relatives.				
A great deal	65	63	50	52
Quite a bit	15	11	17	18
A fair amount	15	19	20	24
A little	4	7	10	5
None	1	--	3	1
Your friendships.				
A great deal	65	59	54	46
Quite a bit	17	27	21	27
A fair amount	16	8	20	24
A little	1	6	5	2
None	1	--	--	1
Your leisure time.				
A great deal	59	32	54	49
Quite a bit	15	37	15	21
A fair amount	20	25	28	23
A little	6	7	3	5
None	1	0	--	2
(Number of respondents)	(217)	(66)	(68)	(364)

Sports and the Family

**TABLE 2.22: DO SPORTS BRING THE FAMILY TOGETHER, BY INTEREST
IN WATCHING SPORTS AS A COUPLE**

	Interest in Sports as a Couple			
	<u>Both High</u> %	<u>Both Low</u> %	<u>Both Medium</u> %	<u>Mixed</u> %
Participating in sports or watching sports events:				
Brings family together	47	7	21	20
Inteferes with family life	3	12	1	8
Does both	12	6	7	12
Has no effect	38	74	71	60
(Number of respondents) (225)		(63)	(69)	(371)

Sports and the Family

CHAPTER THREE
SPECTATOR ATTITUDES

The Business of Professional Sports

Salaries for athletes in professional sports have been skyrocketing over the past several decades. This has become a controversial issue with the general public and among athletes themselves, raising the question for many sports fans whether athletes are primarily dedicated to the game or to the pursuit of personal gain. Are sports events true athletic competitions, or a form of entertainment? This in turn raises questions about the very nature of professional sports. Are athletes paid too much, too little, or just the right amount? Do athletes have the right to strike like most other workers, or do they have a greater responsibility to the fans? Respondents were asked to comment on these and other issues related to the business of professional sports.

About three-quarters of Americans (76%) believe that professional athletes are overpaid. This opinion is held especially often by older Americans. For example, 60% of respondents aged 50-64, and 52% of those 65 and older, agree strongly that professional athletes are overpaid. Only 36% of those aged 14-17 feel this way. Whites are much more likely than blacks to agree strongly that athletes are overpaid (51% versus 37%). People who participate in athletics, and those who enjoy following sports, are less likely than others to hold that opinion. For example, 54% of non-athletes agree strongly that professional athletes are overpaid, compared with 37% of those who participate in sports. Similarly, 55% of non-fans, but only 40% of fans, strongly agree with the statement. Surprisingly, a person's income does not

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affect responses to this question.

Coaches and sports journalists are consistent with the public in this area--72% of those involved in sports journalism and 79% of coaches agree that professional athletes are overpaid.

About half of Americans believe that the money athletes earn may be more important to them than the rewards of playing the game. Forty-two percent (42%) agree that professional athletes are more dedicated to the game than they are to their own gain, but 50% disagree. People with low household incomes, and those with relatively low educational levels, are especially likely to agree. The better-educated, those with higher incomes, and whites, are slightly more cynical--many of them feel that athletes are dedicated to their own gain rather than to the sport itself. Sports participants and fans are no more or less likely to do so than those whose interaction with sports is marginal or non-existent.

It is interesting that sports journalists and coaches, two groups with first hand insight into the personalities of professional athletes, are much more likely than the general public to disagree that "professional athletes are more dedicated to the game than to their own gain." Seven out of ten (71%) of these sports professionals disagree with the statement.

Another financial issue concerns admission to sporting events and athletic competition. Half (50%) of Americans believe the cost of tickets is too high, but 41% believe the cost is fair. Oddly enough, there is a slight tendency for high income people to agree that the price of tickets is too high, but other demographic differences in response to this question are small. However, people who never attend sports events are more likely than those who attend quite frequently to believe admissions are too high (65% vs. 51%).

Given that the interviews for the Lite Sports Report were conducted during the football strike of 1982, it is interesting that Americans are evenly split on the issue of strikes by athletes. About 48% believe athletes should be allowed to strike as a way of making their grievances known, while 45% believe athletes should not strike because strikes threaten the spirit of the game. With the exception of teenagers between the ages of 14 and 17, support for strikes is greatest among young and middle-aged Americans. For example, about 57% of those 18-49 years old, compared with 34% of those 65 and older, express support for players' strikes. The well-educated, blacks, and men are also particularly likely to support players' strikes. Avid spectators are not significantly more supportive of strikes than others.

Sports journalists and coaches are even more supportive than the public of players' right to strike. Sixty-five percent (65%) of sports journalists and 58% of coaches say athletes have the right to strike. Twenty-nine percent (29%) and 37%, respectively, believe that athletes should not strike because strikes threaten the spirit of the game.

This issue was explored further in a related question. Only 37% of Americans agree that "in disputes between owners and professional athletes, owners tend to be more reasonable than athletes." Almost half (48%) of Americans disagree. The remaining 15% are uncertain.

People with less than a high school education are particularly likely to say owners are more reasonable than players in disputes. Fifty-nine percent (59%) of those with an eighth grade education strongly or somewhat agree that owners are more reasonable, compared with only 37% of college educated respondents.

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Sports journalists and coaches tend to agree with the public. Only 33% of sports writers and broadcasters and 38% of coaches believe that owners tend to be more reasonable than athletes in a strike dispute.

Respondents also were asked to comment on the effect of strikes on their own support of sports. Half of all Americans say strikes have no effect on their support for a particular sport. However, a large minority, 40%, say it decreases their support.

Whites are particularly likely to say their support for a sport decreases in reaction to a strike (44% compared with 28% of blacks). College educated people are somewhat more likely to say strikes decrease their support for a particular sport (46% vs. 37% of those with an eighth grade education). Interestingly enough, extent of fan support or participation in athletics does not appear to influence attitudes toward athlete strikes.

Many Americans believe that sports have changed from pure displays of athletic skills to entertainment. Coaches and sports journalists hold opinions very similar to the public on this issue. About half of sports journalists (53%), coaches (55%) and the general public (55%) agree that sports events have become too much of a spectacle. Sixty-one percent (61%) of journalists, 58% of coaches, and 59% of the public believe that the spirit of the game has been hurt by placing too much emphasis on entertainment and not enough on athletics. And finally, 46% of sports journalists, 39% of coaches, and 49% of the public strongly agree that sports events on television are primarily entertainment rather than pure athletic competition.

Committed sports fans are less likely than others to agree that sports events have become spectacles. Only 14% of sports fans strongly agree, compared with 34% of non-fans. However, older Americans are particularly likely to believe the emphasis on entertainment has hurt the spirit of the game.

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A majority of Americans are unconcerned with the proliferation of professional teams in recent years. Fifty-seven percent (57%) of the public, 58% of sports journalists, and 64% of coaches do not believe there are too many professional teams.

Older respondents are particularly likely to yearn for the days when sports leagues were smaller and athletic talent was concentrated in a few teams. Fifty-two percent (52%) of Americans aged 50-64 and 60% of those 65 and over believe there are too many teams, compared with only 28% of those 14-17 years old and 30% of those aged 18-24. Only 28% of those in the youngest age group and only 30% of those aged 18-24 believe there are too many teams.

Perhaps most significant is the finding that fans, as well as those Americans who participate in sports and physical fitness activities, are least concerned about the number of professional teams.

TABLE 3.1: ARE PROFESSIONAL ATHLETES OVERPAID?

Professional athletes are overpaid.

	<u>General Public</u> %		<u>Sports Journalists</u> %		<u>Coaches</u> %	
Strongly agree	47	76%	45	72%	43	79%
Somewhat agree	29		37		36	
Somewhat disagree	14		15		15	
Strongly disagree	6		3		6	
Don't know	4		--		--	
(Number of respondents)	(1319)		(117)		(230)	

Spectator Attitudes

TABLE 3.1: ARE ATHLETES OVERPAID? (continued)

Professional Athletes are Overpaid					
	<u>Strongly</u> <u>Agree</u>	<u>Somewhat</u> <u>Agree</u>	<u>Somewhat</u> <u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>	(Number of Respondents)
<u>Age</u>					
14 - 17	36	33	21	10	(138)
18 - 24	46	29	20	5	(196)
25 - 34	47	34	11	8	(252)
35 - 49	50	29	15	6	(248)
50 - 64	60	28	7	5	(236)
65 and over	52	28	17	3	(193)
<u>Race</u>					
White	51	31	14	4	(1075)
Black	37	27	16	20	(146)
Other	52	25	17	6	(41)
<u>Sportsfan Index</u>					
Non-fans	1 55	31	9	5	(129)
	2 56	28	13	3	(460)
	3 46	31	16	7	(438)
Fans	4 40	32	19	10	(240)
<u>Athlete Index</u>					
Non-athlete	1 54	27	13	6	(358)
	2 51	32	13	4	(670)
Athlete	3 37	28	23	12	(239)

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TABLE 3.2: ARE PROFESSIONAL ATHLETES DEDICATED TO THE GAME?

Professional athletes are more dedicated to the game than they are to their own gain.

	<u>General Public</u>		<u>Sports Journalists</u>		<u>Coaches</u>	
	<u>%</u>		<u>%</u>		<u>%</u>	
Strongly agree	14	42%	5		8	
Somewhat agree	28		24		22	
Somewhat disagree	20	50%	36	71%	40	70%
Strongly disagree	21		35		31	
Don't know	8		--		--	
(Number of respondents)	(1319)		(118)		(224)	

Professional Athletes Are More Dedicated to the Game

	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>(Number of Respondents)</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Race</u>					
White	14	31	32	23	(1025)
Black	27	29	29	16	(146)
Other	21	29	35	15	(40)
<u>Education</u>					
8th grade or less	23	30	21	26	(184)
Some high school	21	34	33	12	(151)
High school graduate	16	32	30	22	(449)
Some college	12	28	38	22	(191)
College graduate	8	28	37	27	(237)
<u>Income</u>					
Less than \$10,000	17	39	20	24	(227)
\$10,000 - \$14,999	24	26	35	15	(126)
\$15,000 - \$19,999	16	30	28	25	(162)
\$20,000 - \$24,99	11	26	41	22	(139)
\$25,000 - \$29,9	13	32	28	26	(133)
\$30,000 - \$3999	6	28	40	26	(108)
\$40,000 and over	9	28	37	26	(162)

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TABLE 3.3: COST OF TICKETS TO SPORTING EVENTS

Do you believe the cost of sports events tickets is too high, too little, or just right?

Too high	50
Too little	1
Just right	41
Don't know	8

(Number of respondents) (1319)

	Cost of Tickets to Sporting Events			(Number of Respondents)
	<u>Too High</u>	<u>Too Little</u>	<u>Just Right</u>	
	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Income</u>				
Less than \$10,000	51	0	49	(200)
\$10,000 - \$14,999	47	1	52	(123)
\$15,000 - \$19,999	51	1	48	(154)
\$20,000 - \$24,999	49	2	49	(138)
\$25,000 - \$29,999	56	1	43	(129)
\$30,000 - \$39,999	64	2	34	(109)
\$40,000 and over	59	--	41	(159)
<u>Number of Sporting Events Attended in Past Year</u>				
None	65	1	34	(190)
One to two	57	1	42	(173)
Three to five	51	1	48	(135)
Six to 10	55	--	45	(189)
11 to 20	49	1	50	(155)
More than 20	51	1	48	(300)

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TABLE 3.4: ATTITUDES TOWARD PLAYER STRIKES

Which of the following statements come closest to describing your opinion on the issue of player strikes?

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %
Athletes should not strike because strikes threaten the spirit of the game, or	45	29	37
Athletes should be allowed to strike as a way of making their grievances known	48	65	58
Both	2	4	2
Neither	1	2	3
Don't know	4	--	--
(Number of respondents)	(139)	(121)	(230)

Should Athletes Be Allowed to Strike?

	<u>Athletes Should Not Strike</u> %	<u>Athletes Should Be Allowed to Strike</u> %	<u>Both</u> %	<u>Neither</u> %	<u>(Number of Respondents)</u>
<u>Gender</u>					
Male	42	55	3	1	(631)
Female	52	44	2	2	(634)
<u>Age</u>					
14 - 17	55	43	1	1	(138)
18 - 24	40	55	3	2	(198)
25 - 34	38	60	2	--	(250)
35 - 49	39	56	4	1	(245)
50 - 64	52	44	2	2	(243)
65 and over	62	34	2	1	(198)

Spectator Attitudes

TABLE 3.4: PLAYER STRIKES (continued)

	Should Athletes Be Allowed to Strike?				(Number of Respondents)
	Athletes Should Not Strike	Athletes Should Be Allowed to Strike	Both	Neither	
Race	%	%	%	%	
White	49	47	2	2	(1070)
Black	34	64	2	--	(160)
Other	44	56	--	--	(42)
Education					
8th grade or less	54	43	2	2	(212)
Some high school	54	44	1	--	(152)
High school graduate	46	49	3	1	(476)
Some college	46	50	2	2	(190)
College graduate	39	57	2	2	(242)

TABLE 3.5: LABOR DISPUTES: WHO'S MORE REASONABLE, PLAYERS OR OWNERS?

In disputes between owners and professional athletes, owners tend to be more reasonable than the athletes.

	General Public		Sports Journalists		Coaches	
		%		%		%
Strongly agree	10	37%	4	33%	10	38%
Somewhat agree	27		29		28	
Somewhat disagree	33	48%	41		39	
Strongly disagree	15		26		23	
Don't know	15		--		--	
(Number of respondents)	(1319)		(110)		(202)	

Owners More Reasonable
Than Players in Disputes

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	(Number of Respondents)
	%	%	%	%	
Education					
8th grade or less	26 - 59%	32	29	12	(185)
Some high school	10 - 47%	37	39	14	(139)
High school graduate	12 - 43%	31	40	17	(414)
Some college	8 - 35%	27	44	21	(171)
College graduate	5 - 37%	32	43	21	(210)

TABLE 3.6: EFFECT OF STRIKES ON FAN SUPPORT

Do strikes by players increase, decrease or have no effect on your support for a particular sport?

	<u>3</u>
Increase	5
Decrease	40
Have no effect	52
Don't know	3

(Number of respondents) (1319)

	Effect of Strikes on Support of a Sport			(Number of Respondents)
	<u>Increase Support</u> %	<u>Decrease Support</u> %	<u>Has No Effect</u> %	
<u>Race</u>				
White	5	44	51	(1077)
Black	11	28	61	(154)
Other	9	29	62	(42)
<u>Age</u>				
14 - 17	15	38	47	(139)
18 - 24	5	41	54	(196)
25 - 34	3	39	58	(252)
35 - 49	2	42	56	(249)
50 - 64	8	44	48	(244)
65 and over	4	41	55	(195)
<u>Education</u>				
8th grade or less	10	37	53	(206)
Some high school	13	41	46	(152)
High school graduate	4	40	56	(476)
Some college	3	45	52	(191)
College graduate	2	46	52	(248)

Spectator Attitudes

TABLE 3.7: HAVE SPORTS EVENTS TURNED INTO SPECTACLES?

Sports events have become too much of a spectacle.

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %
Strongly agree	19 55%	22 53%	17 55%
Somewhat agree	36	32	38
Somewhat disagree	29	34	27
Strongly disagree	13	12	18
Don't know	3	--	--
(Number of respondents)	(1319)	(120)	(235)

Sports Events Have Become Spectacles

	<u>Strongly Agree</u> %	<u>Somewhat Agree</u> %	<u>Somewhat Disagree</u> %	<u>Strongly Disagree</u> %	<u>(Number of Respondents)</u>
<u>Age</u>					
14 - 17	12	37	29	22	(138)
18 - 24	14	35	38	13	(195)
25 - 34	14	44	29	14	(249)
35 - 49	21	40	29	11	(250)
50 - 64	28	36	23	12	(240)
65 and over	26	31	30	13	(201)
<u>Education</u>					
8th grade or less	27	34	22	18	(213)
Some high school	12	34	26	17	(151)
High school graduate	19	37	30	14	(472)
Some college	18	37	33	12	(192)
College graduate	19	43	29	8	(246)
<u>Sportsfan Index</u>					
Non-fans	1 34	2 32	3 24	4 10	(132)
	2 22	3 41	4 28	5 9	(468)
	3 16	4 38	5 31	6 14	(438)
Fans	4 14	5 31	6 34	7 21	(241)

Spectator Attitudes

TABLE 3.8: ATHLETICS OR ENTERTAINMENT: THE SPIRIT OF THE GAME

The spirit of the game has been hurt by placing too much attention on entertainment and not enough on athletics.

	<u>General Public</u> %		<u>Sports Journalists</u> %		<u>Coaches</u> %	
Strongly agree	21	59%	18	61%	22	58%
Somewhat agree	38		43		36	
Somewhat disagree	26		29		26	
Strongly disagree	9		10		16	
Don't know	5		--		--	
(Number of respondents)	(1319)		(120)		(232)	

Spirit of the Game Harmed by Emphasis on Entertainment

<u>Age</u>	<u>Strongly Agree</u> %	<u>Somewhat Agree</u> %	<u>Somewhat Disagree</u> %	<u>Strongly Disagree</u> %	<u>(Number of Respondents)</u>
14 - 17	20	36	29	15	(137)
18 - 24	13	38	35	14	(196)
25 - 34	14	48	30	7	(247)
35 - 49	25	43	21	10	(245)
50 - 64	27	41	24	9	(237)
65 and over	33	31	29	7	(185)

Spectator Attitudes

TABLE 3.9: SPORTS ON TELEVISION: COMPETITION OR ENTERTAINMENT?

In your opinion, is professional sports on television primarily entertainment or true athletic competition?

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %
Entertainment	49	46	39
Competition	35	35	41
Both	12	18	19
Neither	1	1	1
Don't know	3	--	--
(Number of respondents)	(1319)	(121)	(234)

Are Pro Sports on Television
Entertainment or Competition

		<u>Entertainment</u> %	<u>Athletic Competition</u> %	<u>Both</u> %	<u>Neither</u> %	<u>(Number of Respondents)</u>
<u>Sportsfan Index</u>						
Non-fans	1	55	35	7	3	(131)
	2	51	39	10	0	(463)
	3	52	34	13	0	(438)
Fans	4	44	38	18	0	(244)

Spectator Attitudes

TABLE 3.10: ARE THERE TOO MANY PROFESSIONAL TEAMS?

There are too many professional teams.

	<u>General Public</u>		<u>Sports Journalists</u>		<u>Coaches</u>	
	<u>%</u>		<u>%</u>		<u>%</u>	
Strongly agree	17	39%	18		13	
Somewhat agree	22		24		23	
Somewhat disagree	39	57%	34	58%	42	64%
Strongly disagree	18		24		22	
Don't know	4		--		--	
(Number of respondents)	(1319)		(119)		(231)	

There Are Too Many Professional Teams

		<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>(Number of Respondents)</u>
		%	%	%	%	
<u>Age</u>						
14 - 17		9	- 28%	19	44	27 (137)
18 - 24		12	- 30%	18	40	30 (196)
25 - 34		13	- 37%	24	46	17 (247)
35 - 49		18	- 41%	23	44	15 (248)
50 - 64		25	- 52%	27	35	14 (238)
65 and over		23	- 60%	27	36	14 (187)
<u>Sportsfan Index</u>						
Non-fans	1	37		31	30	3 (127)
	2	21		27	37	16 (449)
	3	12		21	49	17 (438)
Fans	4	11		16	38	35 (244)
<u>Athlete Index</u>						
Non-athletes	1	21		28	34	16 (356)
	2	18		22	44	16 (663)
Athletes	3	11		18	42	29 (239)

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Role of Media

With the advent of cable television networks devoted entirely to sports, the tremendous impact of media on sports in America can only grow stronger. Chapter One has demonstrated that the sports fan's contact with media is strong and pervasive, whether it be listening to the sports commentator on television or radio, reading the sports pages of the newspaper, or reading sports magazines.

Most Americans are satisfied with the amount of sports on television. Only 28% believe there is too much sports coverage on television; 10% believe there is too little, but 59% feel there is just the right amount. Sports professionals tend to agree: 55% of writers/broadcasters and 59% of coaches say television devotes the right amount of time to sports, while 33% of writers and broadcasters and 21% of coaches say there is too much coverage.

Although the majority of both women (59%) and men (62%) say that there is just the right amount of coverage, women are more likely than men to say the networks devote too much time to sports. Thirty-five percent (35%) of women, compared with only 24% of men, feel this way. Whites are more likely than blacks to say there is too much sports on television (31% compared with 20%), as are older Americans. With the exception of those who have only an eighth grade education, increased education seems to be associated with believing there is too much sports on television.

Not surprisingly, sports fans, as well as those who participate, often say there is too little coverage. Only rarely do they say television places too much emphasis on sports.

Although most Americans are satisfied with the amount of media coverage, many are not satisfied with the choices the media make. For example, half (52%) of the American public feel that some sports get too much coverage and others not enough. Sports

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professionals are even more dissatisfied: 64% of writers and broadcasters and 76% of coaches believe that some sports get too much and others do not get enough coverage. Football is the sport most often mentioned as receiving too much coverage, and baseball is second.

Television sports commentators play an important role in a spectator's overall viewing experience. Their comments on players, game strategy, rules, the history of the game, etc. can add immeasurably to the game, or they can overwhelm the viewer with more facts and opinions than he or she cares to know. Yet the findings show that only about half (47%) of viewers usually pay close attention to the sports commentators on television, and 21% say they rarely or never pay attention. Older people pay closer attention than the young. Most importantly, two out of every three ardent fans (64%) say they usually pay close attention, compared with only 21% of non-fans.

About half (51%) of all Americans say sports commentators add to their enjoyment of the game, while 36% say they have no effect on their enjoyment. Despite any jokes or grumbling to the contrary, only 13% say sports commentators actually detract from their enjoyment. In fact, most respondents rate the quality of television sports commentators as being either excellent (12%), very good (34%) or good (32%). Well-educated Americans are particularly likely to say that commentators add to their enjoyment of the game (61% of college graduates, compared with only 38% of those who have not attended high school.)

Perhaps the strongest signal that commentators are doing a good job is that their most important audience, ardent sports fans, are significantly more likely than others to say sports commentators add to their enjoyment of the game.

In commenting further on the performance of sports writers and sportscasters, 53% of the public say the media place too much emphasis on athletes' personal lives. Forty-four percent (44%)

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say the media place too much emphasis on winning and losing. However, a majority of the public believes that the media place just the right emphasis on athletes' behavior during games (61%), and on the behavior of the fans (51%).

TABLE 3.11: SPORTS PROGRAMMING ON TELEVISION: TOO MUCH OR TOO LITTLE?

Do you think that there is too much, too little, or just the right amount of sports on television?

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %
Too much	28	33	21
Too little	10	13	20
Right amount	59	55	59
Don't know	3		
(Number of respondents)	(1319)	(119)	(235)

	<u>Amount of Sports on Television</u>			<u>(Number of Respondents)</u>
	<u>Too Much</u> %	<u>Too Little</u> %	<u>Just the Right Amount</u> %	
<u>Gender</u>				
Male	24	15	62	(628)
Female	35	6	59	(643)
<u>Age</u>				
14 - 17	18	14	68	(142)
18 - 24	21	15	65	(199)
25 - 34	29	12	58	(248)
35 - 49	31	10	59	(253)
50 - 64	38	9	53	(248)
65 and over	31	4	65	(189)
<u>Race</u>				
White	31	9	60	(1080)
Black	20	19	61	(157)
Other	14	22	65	(42)

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TABLE 3.11: SPORTS ON TELEVISION (continued)

	Amount of Sports on Television			(Number of Respondents)
	<u>Too Much</u> %	<u>Too Little</u> %	<u>Right Amount</u> %	
<u>Education</u>				
8th grade or less	39	5	56	(207)
Some high school	16	17	67	(156)
High school graduate	28	11	61	(481)
Some college	28	12	60	(190)
College graduate	30	9	61	(245)

TABLE 3.12: COVERAGE OF SPECIFIC SPORTS ON TELEVISION

Do you think that some sports get too much coverage and others not enough or do you think that all sports get the coverage they deserve?

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %
Some too much/Not enough	52	64	76
Right amount	45	36	24
Don't know/No answer	3	--	--
(Number of respondents)	(1319)	(119)	(233)

In your opinion, which sports get too much coverage?

	<u>%</u>
Football	59
Baseball	22
Basketball	4
Golf	4
Others	11
(Number of respondents)	(656)

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TABLE 3.13: ATTENTION PAID TO TELEVISION SPORTS COMMENTATORS

In general, when you're watching sports on television, how often do you pay close attention to the sports commentator?

	<u>%</u>	
Usually	47	
Sometimes	31	
Rarely	12	
Never	9	21%
Don't know	1	

(Number of respondents) (1271)

		Pay Close Attention To Commentators				(Number of Respondents)
		<u>Usually</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Age</u>						
14 - 17		33	35	20	12	(140)
18 - 24		42	33	17	9	(195)
25 - 34		45	33	12	9	(246)
35 - 49		50	34	8	8	(246)
50 - 64		51	29	11	8	(243)
65 and over		57	23	10	10	(191)
<u>Sportsfan Index</u>						
Non-fans	1	21	23	20	36	(94)
	2	40	34	15	10	(474)
	3	51	34	11	4	(444)
Fans	4	64	23	7	6	(247)

TABLE 3.14: EFFECT OF SPORTS COMMENTATORS ON ENJOYMENT OF THE GAME

On the whole, do sports commentators add to your enjoyment of the game, do they lessen your enjoyment, or do they have no effect either way?

	<u>%</u>
Add enjoyment	51
Lessen enjoyment	13
No effect	36
Don't know/No answer	--

(Number of respondents) (1227)

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TABLE 3.14: EFFECT OF SPORTS COMMENTATORS ON ENJOYMENT OF THE GAME (Continued)

Sports Commentators' Effect on Enjoyment of the Game					

		Add Enjoyment	Lessen Enjoyment	No Effect	(Number of Respondents)
		%	%	%	
<u>Age</u>					
14 - 17		33	16	52	(134)
18 - 24		39	16	46	(190)
25 - 34		57	14	29	(240)
35 - 49		57	11	32	(242)
50 - 64		56	12	32	(228)
65 and over		52	10	37	(189)
 <u>Education</u>					
8th grade or less		38	10	52	(191)
Some high school		42	14	43	(154)
High school graduate		54	12	34	(458)
Some college		48	16	36	(177)
College graduate		61	15	24	(241)
 <u>Sportsfan Index</u>					
Non-fans	1	29	10	61	(85)
	2	47	14	39	(469)
	3	54	12	35	(427)
Fans	4	59	15	26	(244)

TABLE 3.15: QUALITY RATING OF SPORTS COMMENTATORS

Overall, how would you rate the quality of television sports commentators?

	%
Excellent	12
Very good	34
Good	32
Fair	18
Poor	4
Don't know/No answer	--
(Number of respondents)	(1232)

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TABLE 3.16: SPORTS COVERAGE: RIGHT EMPHASIS?

In your opinion, do sports writers and sportscasters generally place too much, too little, or the right amount of emphasis on the following issues:

	<u>Too Much</u> %	<u>Too Little</u> %	<u>Just the Right Amount</u> %	<u>Don't Know/ No Answer</u> %
Athletes' personal lives	53	10	28	9
Winning and losing	44	5	45	6
Athletes' behavior during the game	19	14	61	6
The behavior of the fans	19	21	51	9
(Number of respondents)	(1319)			

Violence in Sports

Violence in athletic competition is perhaps the most controversial issue in American sports today. Some people argue that sports violence has a harmful effect on those who view it, particularly children. Others feel it has no effect at all. Violence can detract from some people's enjoyment of an athletic event, yet add a certain excitement for others.

The Lite Sports Report finds that 60% of Americans (60%) believe violence is a serious problem in sports today. Not only is it a problem, but it affects their enjoyment of the game. About half (54%) say fights between players lessen their enjoyment, while one in three (31%) says it has no effect. Fourteen percent (14%), however, a significant minority in a question of this type, admit that they enjoy violence in sporting events.

Arguments between officials and athletes or coaches also have a detrimental effect on many people's enjoyment of an athletic contest. Forty-four percent (44%) say their enjoyment decreases, while 34% say arguments have no effect on their enjoyment of the game. Again, however, a significant minority of one out of every five Americans (20%), representing approximately 30 million adults, say arguments between officials and team members enhance their interest in the game.

Sports fans are less likely than non-fans to consider violence a serious problem (57% vs. 68%). There are no significant differences between blacks and whites, women and men, older and younger respondents and those at different educational and income levels. There are, however, differences in the responses to other questions on violence in sports. For example, blacks are only slightly more likely than whites to say that fights between players add to their enjoyment of the game (20% vs. 12%). There also is a difference between men and women. Sixty-one percent of women (61%) say fighting among players detracts from their enjoyment of the game, compared with only 48% of men. Similarly,

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arguments with officials have a negative impact on 52% of the women, but only 36% of the men. And young people get more enjoyment than older Americans from arguments on the playing field (32% vs. 10%).

Coaches resemble the sports fans in this respect, while sports doctors, writers and commentators feel more strongly that violence is a serious problem. About half of coaches (54%), but three-quarters of sports journalists (74%) and sports doctors (77%) say violence is a serious problem.

Perhaps the most surprising finding in this regard is that active sports participants, although they feel more frequently than others that violence is a serious problem, also get more enjoyment out of the violence. Almost one-third (28%) of the most active athletes say that arguments involving officials add to their enjoyment, compared with only 13% of the least active. Similarly, 24% of active athletes say that players' fights add to their enjoyment, compared with only 9% of less active or inactive Americans. Although a majority of ardent spectators say that sports violence detracts from their enjoyment, they are more likely than others to say that arguments with officials increase their enjoyment of athletic contests.

Another indication of the impact of violence on the viewing experience comes from a question in which respondents were asked to choose from a list of occurrences that could most upset their enjoyment of a game. Violence and other disturbances rank very highly for some people. For example, 14% of all Americans say too much violence in a game would most upset their enjoyment; 19% say that athletes arguing with each other or with officials heads their list of unwelcome disturbances. Disruptive behavior of fans is chosen by another 8%. On the other hand, 4% say they are most disturbed when athletes are not aggressive enough.

Although fans and non-fans alike are disturbed by violence, when asked what they consider to be the most appropriate sanction

against players who get into fights with each other during a game, more than one of every three Americans (39%) choose the most lenient punishment listed--a warning but no suspension from play. Only 15% choose the strongest punishment--a fine and suspension from the game. Sports participants and better educated respondents are more strict in the sanctions they would impose, while blacks are more lenient than whites.

Sports journalists and coaches, and to a lesser extent sports doctors, favor stricter punishments than the general public. Only 19% of writers and broadcasters, 16% of coaches, and 21% of doctors support the most lenient punishment for violence on the playing fields. On the other hand, 27%, 25% and 9%, respectively, would prefer that the offending players pay a fine and be thrown out of the game.

Although significant minorities of Americans enjoy the violence of the sports world and would apply only minimal sanctions to players who cross the boundary between acceptable aggressiveness and unacceptable violence, there is a very strong consensus that sports violence is harmful for children to see. Seventy-five percent (75%) of Americans believe that violence in athletics is harmful for young viewers, and only 21% believe it has no effect. Women are slightly more likely than men to express concern over the effects that violence in the world of sports may have on children. Interestingly enough, the youngest Americans in the sample, teenagers 14 to 17 years old, are the most likely age group to say children are not affected by viewing the violence of athletic competition.

Sports professionals hold opinions similar to the public on these issues. Clear majorities of sports writers and broadcasters (73%), coaches (81%) and doctors (77%) agree that violence on the playing field is harmful to young viewers.

Although many Americans believe violence is a problem in sports,

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they do not appear to blame the officials. Sixty-four percent (64%) say they think referees, umpires and game officials exert just the right amount of control over the game. Only 11% say that these individuals exert too little control. It is interesting, however, that sports writers and broadcasters are more likely to believe game officials exert too little control (20% and 23% respectively).

TABLE 3.17: VIOLENCE IN SPORTS

Violence is not a serious problem in sports competition

	General Public %	Sports Journalists %	Coaches %	Sports Doctors %
Strongly agree	11	6	15	8
Somewhat agree	25	20	31	15
Somewhat disagree	34 60%	34 74%	30 54%	32 77%
Strongly disagree	26	40	24	45
Don't know	4	--	--	--
(Number of respondents)	(1319)	(121)	(234)	(53)

Violence Not a Serious Problem

	Strongly Agree %	Somewhat Agree %	Somewhat Disagree %	Strongly Disagree %	(Number of Respondents)
<u>Sportsfan Index</u>					
Non-fans	1 17	16	40 - 68%	- 28	(133)
	2 10	23	40 - 68%	- 28	(458)
	3 12	30	34 - 58%	- 24	(433)
Fans	4 13	30	29 - 57%	- 28	(245)

TABLE 3.18: FIGHTS ON THE PLAYING FIELD

In general, do fights between players where no one is seriously injured add to your enjoyment of the game, do they lessen your enjoyment, or do they have no effect either way?

	<u>2</u>
Add enjoyment	14
Lessen enjoyment	54
Has no effect	31
It depends	1

(Number of respondents) (1258)

Fights Between Players

	<u>Add</u> <u>Enjoyment</u> <u>%</u>	<u>Lessen</u> <u>Enjoyment</u> <u>%</u>	<u>No. Effect</u> <u>%</u>	<u>Depends</u> <u>%</u>	<u>(Number of</u> <u>Respondents)</u>
<u>Gender</u>					
Male	17	48	33	1	(621)
Female	10	61	29	--	(624)
<u>Race</u>					
White	12	56	31	1	(1064)
Black	20	49	31	1	(147)
Other	30	38	31	--	(42)
<u>Athlete Index</u>					
Non-athletes	1 9	62	28	1	(342)
	2 13	55	31	--	(674)
Athletes	3 24	40	35	1	(241)

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TABLE 3.19: ARGUMENTS WITH OFFICIALS

When athletes or coaches argue with the officials, does this add to your enjoyment of the game, does it lessen your enjoyment, or does it have no effect either way?

	<u>%</u>
Add enjoyment	20
Lessen enjoyment	44
Has no effect	34
It depends	3

(Number of respondents) (1264)

Arguments with Officials						
		<u>Add</u> <u>Enjoyment</u> %	<u>Lessens</u> <u>Enjoyment</u> %	<u>No</u> <u>Effect</u> %	<u>It</u> <u>Depends</u> %	<u>(Number of</u> <u>Respondents)</u>
<u>Gender</u>						
Male		25	36	34	5	(621)
Female		14	52	33	1	(630)
<u>Age</u>						
14 - 17		32	29	36	2	(137)
18 - 24		27	38	34	1	(196)
25 - 34		24	36	38	2	(246)
35 - 49		15	49	34	2	(250)
50 - 64		14	52	32	3	(244)
65 and over		10	53	29	8	(188)
<u>Athlete Index</u>						
Non-athletes	1	13	48	34	5	(347)
	2	20	43	35	2	(676)
Athletes	3	28	39	31	1	(241)
<u>Sportsfan Index</u>						
Non-fans	1	9	52	37	1	(94)
	2	17	46	35	2	(479)
	3	21	43	32	4	(445)
Fans	4	26	36	34	4	(247)

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TABLE 3.20: DISTURBANCES IN THE GAME

When watching your favorite sporting event, which of the following factors would most upset your enjoyment of the game? Please select only one.

	<u>%</u>
Athletes are arguing or fighting with officials or with each other	19
Officials and referees appear biased	19
The athletes are not doing their best	18
The game is too violent	14
Disruptive behavior of fans	8
The game is not close	5
An athlete is hurt or injured	5
The athletes are not aggressive enough	4
Your team or favorite athlete is losing	4
Your favorite athlete is not playing	3
None of the above	--
Don't know	1

(Number of respondents) (1240)

TABLE 3.21: FIGHTING BETWEEN MEMBERS OF OPPOSING TEAMS

When a fight breaks out between two members of opposing teams, do you feel they should:

	<u>General Public</u> <u>%</u>	<u>Sports Journalists</u> <u>%</u>	<u>Coaches</u> <u>%</u>	<u>Sports Doctors</u> <u>%</u>
Be given a warning but be allowed to continue playing	39	19	16	21
Be given a penalty that keeps them out of the game for a period of time	32	31	30	32
Be automatically thrown out of the game, or	15	23	29	36
Be required to pay a fine and be thrown out of the game	14	27	25	9
Don't know	--	--	--	2
(Number of respondents)	(1242)	(113)	(230)	(53)

Spectator Attitudes

TABLE 3.21: FIGHTING (continued)

When Fights Break Out					
	Players Should Be Warned	Players Should Be Penalized	Players Should Be Ejected	Players Should be Fined and Ejected	(Number of Respondents
	%	%	%	%	
<u>Race</u>					
White	37	32	16	15	(1053)
Black	55	29	6	11	(144)
Other	31	45	7	17	(41)
<u>Education</u>					
8th grade or less	50	26	12	11	(192)
Some high school	38	27	19	16	(152)
High school graduate	40	34	13	13	(465)
Some college	37	33	14	17	(185)
College graduate	28	36	19	18	(242)
<u>Athlete Index</u>					
Non-athletes	1 41	30	18	11	(339)
	2 39	34	13	15	(664)
Athletes	3 34	30	16	19	(239)

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TABLE 3.22: EFFECT OF FIGHTS ON CHILDREN

In your opinion, are fights that sometimes break out between athletes of opposing teams harmful for children to see, good for children to see, or do they have no effect?

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %	<u>Sports Doctors</u> %
Harmful	75	73	81	77
Good	4	2	--	4
No effect	21	25	17	15
(Number of respondents)	(1234)	(115)	(229)	(53)

Effect on Children of Athletes Fighting

	<u>Harmful for Children</u> %	<u>Good for Children</u> %	<u>No Effect on Children</u> %	<u>(Number of Respondents)</u>
<u>Gender</u>				
Male	72	4	24	(610)
Female	78	4	17	(612)
<u>Age</u>				
14 - 17	62	7	37	(136)
18 - 24	75	4	21	(194)
25 - 34	74	4	22	(244)
35 - 49	78	8	14	(235)
50 - 64	78	4	17	(240)
65 and over	77	2	20	(181)

TABLE 3.23: OFFICIATING

Do you think referees, umpires, and game officials exert too much, too little, or just the right amount of control over a game?

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %
Too much	14	3	8
Too little	12	20	23
Right amount	68	58	50
It depends	6	19	19
(Number of respondents)	(1232)	(118)	(234)

Spectator Attitudes

Drugs

Recent disclosures about athletes' drug use have rocked the sports world. A solid majority of Americans say that professional (71%) and amateur (68%) athletes should be tested for drug use before playing. Women, older Americans, the less educated, those who live in small cities and towns, and those with lower incomes all are particularly likely to support testing for drug use.

In dealing with drug users, 41% take a hard line approach--21% believe athletes found to be regular users of hard drugs such as cocaine or heroin should be permanently removed from the team, and an additional 20% feel they should be suspended for the remainder of the season. About half (51%) say the athletes should be allowed to continue playing only if they enroll in treatment programs. People with lower levels of education opt for the strictest sanctions more frequently than others, as do people who are only minimally interested in sports. The views of sports professionals are similar to the general public in this area, except that coaches, and especially sports doctors, are slightly more likely to choose the option that athletes be allowed to continue playing if they enroll in treatment programs.

Most Americans also do not look with favor on the use of pain killers and steroids. Thirty-nine percent (39%) feel pain killers should be available to allow an injured player to continue playing if they cause no further injury to the athlete, but 56% say they should not be allowed at all. Similar percentages of writers and broadcasters (48%), coaches (56%) and sports doctors (57%) agree that painkillers enabling an injured player to continue in the game should not be allowed. Only 8% of the public favor the use of drugs to increase weight or body size and to improve performance. A convincing 89% say they should never be allowed. Sports professionals agree with the public's hard-line approach concerning drug use.

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While the public's opposition to drugs appears to cut across all demographic boundaries, those who are ardent sports fans are somewhat more supportive of painkillers than those who have a more marginal attachment to sports. Some ardent sports fans may be so anxious to see their favorite players participate that they would support painkillers enabling the athlete to continue playing.

TABLE 3.24: TESTING ATHLETES FOR USE OF DRUGS

Do you think professional athletes should be given tests before games to determine if they have used drugs?

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %	<u>Sports Doctors</u> %
Yes	71	53	67	70
No	27	47	33	28
Don't know	2	--	--	2
(Number of respondents)	(1319)	(118)	(226)	(53)

Test Professional Athletes for Use of Drugs

	<u>Yes</u> %	<u>No</u> %	<u>(Number of Respondents)</u>
<u>Gender</u>			
Male	65	35	(632)
Female	80	20	(642)
<u>Age</u>			
14 - 17	69	31	(140)
18 - 24	58	42	(197)
25 - 34	60	40	(250)
35 - 49	76	24	(251)
50 - 64	83	17	(240)
65 and over	87	13	(204)

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TABLE 3.24: TESTING ATHLETES (continued)

Test Professional Athletes
for Use of Drugs

	<u>Yes</u> %	<u>No</u> %	<u>(Number of Respondents)</u>
<u>Education</u>			
8th grade or less	87	13	(216)
Some high school	73	27	(155)
High school graduate	73	27	(477)
Some college	66	34	(192)
College graduate	63	37	(243)
<u>Income</u>			
Less than \$10,000	81	19	(250)
\$10,000 - \$14,999	80	20	(137)
\$15,000 - \$19,999	71	29	(167)
\$20,000 - \$24,999	70	30	(148)
\$25,000 - \$29,999	65	35	(133)
\$30,000 - \$39,999	73	27	(113)
\$40,000 and over	68	32	(167)
<u>Population Density</u>			
Over 1 million	65	35	(135)
100,001 - 1,000,000	67	33	(207)
25,001 - 100,000	71	29	(284)
2,500 - 25,000	75	25	(298)
Under 2,500	77	23	(235)
<u>Sportsfan Index</u>			
Non-fans			
1	80	20	(140)
2	76	24	(466)
3	71	29	(438)
Fans			
4	66	34	(242)

Do you think amateur athletes should be given tests before games to determine if they used drugs?

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %	<u>Sports Doctors</u> %
Yes	68	54	64	57
No	29	46	36	41
Don't know	3	--	--	2
(Number of respondents)	(1319)	(119)	(231)	(53)

Spectator Attitudes

TABLE 3.24: TESTING ATHLETES (continued)

	Test Amateur Athletes for Drug Use		
	<u>Yes</u>	<u>No</u>	<u>(Number of</u>
	<u>%</u>	<u>%</u>	<u>Respondents)</u>
<u>Gender</u>			
Male	63	37	(629)
Female	76	24	(644)
<u>Age</u>			
14 - 17	69	31	(139)
18 - 24	55	45	(198)
25 - 34	60	40	(247)
35 - 49	72	28	(249)
50 - 64	78	22	(243)
65 and over	84	16	(203)
<u>Education</u>			
8th grade or less	86	14	(216)
Some high school	74	26	(155)
High school graduate	71	29	(478)
Some college	61	39	(191)
College graduate	58	42	(242)
<u>Income</u>			
Less than \$10,000	80	20	(252)
\$10,000 - \$14,999	77	23	(139)
\$15,000 - \$19,999	68	32	(164)
\$20,000 - \$24,999	67	33	(147)
\$25,000 - \$29,999	64	36	(135)
\$30,000 - \$39,999	65	35	(112)
\$40,000 and over	61	39	(165)

Spectator Attitudes

TABLE 3.24: TESTING ATHLETES (continued)

		Test Amateur Athletes for Drug Use		

		<u>Yes</u>	<u>No</u>	<u>(Number of</u>
		<u>%</u>	<u>%</u>	<u>Respondents)</u>
<u>Population Density</u>				
Over 1 million		60	40	(137)
100,001 - 1,000,000		64	36	(204)
25,001 - 100,000		68	32	(285)
2,500 - 25,000		71	29	(296)
Under 2,500		77	23	(237)
<u>Sportsfan Index</u>				
Non-fans	1	72	28	(141)
	2	74	26	(463)
	3	69	31	(439)
Fans	4	62	38	(242)

TABLE 3.25: TREATMENT OF PROFESSIONAL ATHLETES USING ILLEGAL DRUGS

If it were discovered that some professional athletes are regular users of illegal drugs such as cocaine or heroin, do you think:

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %	<u>Sports Doctors</u> %
That they should be permanently removed from the team	21	15	9	19
That they should be suspended from playing for the rest of the season	41%	32%	32%	32%
	20	17	23	13
That they should be allowed to continue playing only if they enroll in treatment programs, or	51	56	61	64
That they should be allowed to play if they can perform	6	6	4	2
None of the above	1	6	3	2
Don't know	1	--	--	--
(Number of respondents)	(1319)	(120)	(233)	(53)

Spectator Attitudes

TABLE 3.25: TREATMENT OF PROFESSIONAL ATHLETES USING ILLEGAL DRUGS (continued)

Treatment for Professional Athletes						(Number of Respon- dents)
	Remove	Suspend	Enroll in	Play if	None	
	from Team	for	Treatment	They Can	of the	
	%	%	%	%	%	
<u>Education</u>						
8th grade or less	39	23	34	4	--	(219)
Some high school	22	24	48	5	1	(158)
High school graduate	17	16	60	5	1	(486)
Some college	20	16	54	9	2	(194)
College graduate	14	24	50	9	2	(250)
<u>Sportsfan Index</u>						
Non-fans	1	29	19	42	9	1 (141)
	2	22	22	50	6	1 (480)
	3	20	20	53	5	2 (443)
Fans	4	16	17	59	8	1 (246)

TABLE 3.26: USE OF PAINKILLERS FOR INJURED ATHLETES TO CONTINUE IN A GAME

Which element comes closer to describing how you feel about the use of painkillers to enable an injured player to continue in the game?

	General Public	Sports Journalists	Coaches	Sports Doctors
	%	%	%	%
They should be allowed if the painkillers themselves will not cause further injury to the player, or	39	50	43	41
They should not be allowed	56	48	56	57
Neither	2	2	1	2
Don't know	3	--	--	--
(Number of respondents)	(1319)	(121)	(233)	(53)

Spectator Attitudes

TABLE 3.26: USE OF PAINKILLERS FOR INJURED ATHLETES TO CONTINUE IN A GAME (continued)

		Painkillers for Injured Athletes			(Number of Respondents)
		<u>Allow</u>	<u>Not Allow</u>	<u>Neither</u>	
		<u>%</u>	<u>%</u>	<u>%</u>	
<u>Sportsfan Index</u>					
Non-fans	1	31	66	3	(136)
	2	42	57	1	(472)
	3	36	60	4	(435)
Fans	4	49	49	2	(243)

TABLE 3.27: USE OF STEROIDS

Regarding the use of drugs to increase body weight or strength, which of the following statements comes closest to your own opinion?

	<u>General Public</u>	<u>Sports Journalists</u>	<u>Coaches</u>	<u>Sports Doctors</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
These drugs should be allowed in sports where their use would improve the athlete's performance, or	8	11	8	8
They should never be allowed	89	87	92	92
Neither	1	2	--	--
Don't know	2	--	--	--
(Number of respondents)	(1319)	(120)	(233)	(53)

Betting

Respondents were asked the frequency with which they bet on the outcome of any type of athletic competition, from children's to professional sports events. While a clear majority (59%) say they never bet, about one quarter (23%) do so frequently or sometimes. Similarly, while only 15% of all Americans who bet say they have placed bets totalling more than \$100 in the past year, one out of every four (27%) sports fans has done so. Results show that young and middle-aged men do most of the betting.

TABLE 3.28: BETTING ON GAMES

How often do you bet on the outcome of a game, tournament, race or other athletic competition? This could be anything from children's competition to professional sports events. Do you place a bet:

	<u>%</u>
Frequently	9 23%
Sometimes	14
Rarely	18
Never	59
Don't know	--

(Number of respondents) (1319)

	<u>Place a Bet</u>				<u>(Number of Respondents)</u>
	<u>Frequently</u> <u>%</u>	<u>Sometimes</u> <u>%</u>	<u>Rarely</u> <u>%</u>	<u>Never</u> <u>%</u>	
<u>Gender</u>					
Male	11	17	24	47	(641)
Female	5	11	13	71	(661)
<u>Age</u>					
14 - 17	14	18	19	48	(142)
18 - 24	10	23	26	41	(198)
25 - 34	9	17	22	52	(253)
35 - 49	7	17	18	58	(255)
50 - 64	10	6	17	66	(253)
65 and over	3	6	8	83	(209)

Spectator Attitudes

TABLE 3.28: BETTING ON GAMES (continued)

	Place a Bet				
	<u>Frequently</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	<u>(Number of Respondents)</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Income</u>					
Less than \$10,000	4	13	12	72	(256)
\$10,000 - \$14,999	14	15	18	53	(139)
\$15,000 - \$19,999	6	18	19	58	(169)
\$20,000 - \$24,999	8	16	22	54	(149)
\$25,000 - \$29,999	11	18	23	47	(137)
\$30,000 - \$39,999	12	10	22	56	(115)
\$40,000 and over	10	10	26	54	(169)
<u>Sportsfan Index</u>					
Non-fans	1	2	5	84	(144)
	2	4	11	72	(480)
	3	9	18	50	(445)
Fans	4	21	20	37	(246)

Over the past year approximately how much money have you spent betting on sporting events?

	<u>%</u>
Less than \$100	85
\$100 - \$500	12
\$500 - \$1000	2
Over \$1000	2
(Number of respondents)	(531)

Money Spent on Sports Betting						
		Less than			Over	(Number of
		<u>\$100</u>	<u>\$100-500</u>	<u>\$500-1000</u>	<u>\$1000</u>	<u>Respondents)</u>
<u>Sportsfan Index</u>						
Non-fans-	1	91	9	--	--	(22)
	2	95	5	1	--	(139)
	3	86	11	2	1	(218)
Fans	4	73	20	2	5	(151)

The Olympic Games

A majority of Americans (65%) agrees that the government should increase funding for training Olympic athletes. This sentiment is held by blacks and whites, rich and poor, the most and least educated, as well as those living in different regions of the country. Only men and women differ in any meaningful way. Half of all men (50%) agree strongly that financial support should be increased, compared with only 34% of women. Fans are significantly more likely than non-fans to support increased funding for the Olympics (60% vs 22%). Coaches (78%) and sports journalists (87%) are also particularly likely to support government funding for training Olympic athletes.

Large majorities of the public and sports professionals state that conflicts between the governments of different countries have no place in the Olympics. Three-quarters of the public (75%), 89% of sports journalists and 93% of coaches agree with the statement. Well-educated respondents are especially likely to respond this way.

Relatively few Americans accept the point of view that international sports competition reduces the threat of war. Less than half of the public (43%), 38% of writers and broadcasters, but 58% of coaches believe that international sports events can reduce international tensions. Older Americans, blacks and, to a lesser extent, men are the most likely to believe that the Olympics or other international sports events can reduce the threat of war.

Only 14% of the public agree strongly that the United States should use the same procedures as East Germany and Russia to identify and train potentially outstanding young athletes, but another 23% somewhat agree. The least educated are by far the most likely to strongly agree with this approach. The least affluent, blacks and older Americans are also particularly likely to respond this way.

Spectator Attitudes

Sports professionals are less supportive of the approach used by East Germany and Russia. Only 4% of sports journalists and 8% of coaches strongly support these methods, while another 16% and 14%, respectively, somewhat support them.

TABLE 3.29: THE OLYMPICS

The U.S. government should give more money to train Olympic athletes.

	<u>General Public</u>		<u>Sports Journalists</u>		<u>Coaches</u>	
	<u>%</u>		<u>%</u>		<u>%</u>	
Strongly agree	40	65%	57	78%	70	87%
Somewhat agree	25		21		17	
Somewhat disagree	16		11		8	
Strongly disagree	14		11		5	
Don't know	5		--		--	
(Number of respondents)	(1319)		(119)		(234)	

Government Should Spend More on Olympics

		<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>(Number of Respondents)</u>
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Gender</u>						
Male		50	25	12	13	(626)
Female		34	28	21	17	(618)
<u>Sportsfan Index</u>						
Non-fans	1	22	26	30	22	(130)
	2	34	26	17	23	(449)
	3	48	28	16	11	(443)
Fans	4	60	26	7	7	(243)

Spectator Attitudes

Table 3.29: THE OLYMPICS (continued)

International sports competition reduces the threat of war.

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %
Strongly agree	14 43%	17	19
Somewhat agree	29	20	39
Somewhat disagree	26	36	18
Strongly disagree	24	27	24
Don't know	7	--	--
(Number of respondents)	(1319)	(117)	(227)

International Competition Reduces Threat of War

	<u>Strongly Agree</u> %	<u>Somewhat Agree</u> %	<u>Somewhat Disagree</u> %	<u>Strongly Disagree</u> %	<u>(Number of Respondents)</u>
<u>Gender</u>					
Male	18	31	26	26	(625)
Female	10	32	31	26	(589)
<u>Age</u>					
14 - 17	8	43	32	18	(133)
18 - 24	18	27	31	24	(192)
25 - 34	7	31	32	29	(243)
35 - 49	12	34	25	28	(241)
50 - 64	18	30	26	27	(226)
65 and over	25	27	23	24	(186)
<u>Race</u>					
White	12	33	29	26	(1035)
Black	25	22	27	26	(145)
Other	27	31	15	26	(41)
<u>Education</u>					
8th grade or less	16	31	27	26	(186)
Some high school	10	34	34	22	(150)
High school graduate	15	27	26	32	(456)
Some college	16	31	32	21	(186)
College graduate	14	39	27	21	(244)

Spectator Attitudes

TABLE 3.29: THE OLYMPICS (continued)

International Competition Reduces Threat of War						

		Strongly <u>Agree</u> %	Somewhat <u>Agree</u> %	Somewhat <u>Disagree</u> %	Strongly <u>Disagree</u> %	(Number of <u>Respondents</u>)
<u>Sportsfan Index</u>						
Non-fans	1	13	29	25	33	(125)
	2	9	33	32	20	(445)
	3	16	34	26	24	(420)
Fans	4	23	25	26	25	(236)

Conflicts between countries' governments have no place in the Olympics.

	<u>General</u> <u>Public</u>		<u>Sports</u> <u>Journalists</u>		<u>Coaches</u>	
	%		%		%	
Strongly agree	57	75%	77	89%	81	93%
Somewhat agree	19		12		12	
Somewhat disagree	12		5		3	
Strongly disagree	8		6		4	
Don't know	4		--		--	
(Number of respondents)	(1319)		(121)		(233)	

Political Conflicts Have No Place in Olympics

	<u>Strongly</u> <u>Agree</u>	<u>Somewhat</u> <u>Agree</u>	<u>Strongly</u> <u>Disagree</u>	<u>Somewhat</u> <u>Disagree</u>	<u>(Number of</u> <u>Respondents)</u>
	%	%	%	%	
<u>Age</u>					
14 - 17	39	24	23	14	(138)
18 - 24	60	18	15	8	(195)
25 - 34	64	20	10	6	(251)
35 - 49	62	20	11	8	(252)
50 - 64	68	17	9	7	(239)
65 and over	55	18	16	11	(190)

TABLE 3.29: THE OLYMPICS (continued)

The United States should use the same procedures as East Germany and Russia to identify and train potentially outstanding young athletes so we can achieve international sports superiority.

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %
Strongly agree	14	4	8
Somewhat agree	23	16	14
Somewhat disagree	25	20	24
Strongly disagree	29	60	54
Don't know	9	--	--
(Number of respondents)	(1319)	(120)	(226)

U.S. Should Run Its Olympic
Program Like East Germany

	<u>Strongly Agree</u> %	<u>Somewhat Agree</u> %	<u>Strongly Disagree</u> %	<u>Somewhat Disagree</u> %	<u>(Number of Respondents)</u>
<u>Age</u>					
14 - 17	18	33	20	30	(135)
18 - 24	8	26	29	37	(189)
25 - 34	9	17	36	38	(244)
35 - 49	16	24	27	33	(237)
50 - 64	22	24	24	30	(224)
65 and Over	22	32	26	20	(171)
<u>Race</u>					
White	14	24	29	33	(1013)
Black	23	28	21	28	(145)
Other	23	26	18	32	(40)
<u>Education</u>					
8th grade or less	32	36	19	13	(184)
Some high school	18	28	27	18	(146)
High school graduate	12	25	28	34	(454)
Some college	14	21	30	35	(178)
College graduate	9	16	32	33	(237)

Spectator Attitudes

TABLE 3.29: THE OLYMPICS (continued)

<u>Income</u>	U.S. Should Run Its Olympic Program Like East Germany				<u>(Number of Respondents)</u>
	<u>Strongly Agree</u> %	<u>Somewhat Agree</u> %	<u>Strongly Disagree</u> %	<u>Somewhat Disagree</u> %	
Less than \$10,000	24	23	31	22	(214)
\$10,000 - \$14,999	17	35	31	29	(133)
\$15,000 - \$19,999	14	24	24	38	(159)
\$20,000 - \$24,999	14	22	32	31	(140)
\$25,000 - \$29,999	10	16	30	42	(132)
\$30,000 - \$39,999	11	20	34	35	(110)
\$40,000 and over	11	27	24	39	(161)

What is a Sport?

What is considered a sport and what is not? The answers are not always clear cut. For example, although 70% of Americans believe weightlifting is a sport, and 68% feel this way about auto racing, only 37% think chess is a sport. Opinion is evenly split on whether pool is a sport. Fifty-three percent (53%) believe it is, but 44% think it is not.

TABLE 3.40: WHAT IS A SPORT?

Do you consider the following a sport?

	<u>Yes</u> %	<u>No</u> %	<u>Don't Know</u> %
Auto racing	68	30	2
Pool or billiards	53	44	3
Chess	37	59	4
Weightlifting	70	28	2
(Number of respondents)	(1319)		

CHAPTER FOUR
SPORTS AND EDUCATION

Participation in School

Americans begin their enthusiasm for organized sports early in life. More than half (57%) of all Americans played some kind of sport in high school, college, the Olympics, or in a professional or amateur league. This involvement is not completely lost as one grows older. Those Americans who today are sports fans are more than three times as likely as non-fans to have participated in a sport when younger (80% vs 28%). Men are more than twice as likely as women (68% vs 32%). In addition:

- * College graduates are also particularly likely to have participated in a sport while growing up (74% of college graduates compared with 62% of those with only a high school degree).
- * Affluent Americans are particularly likely to have participated (69% of those earning more than \$40,000 per year compared with only 44% of those earning less than \$10,000).
- * Perhaps most surprisingly, Americans living in large cities are particularly likely to have participated in a sport while growing up (72% of those in cities with more than one million inhabitants, compared with 52% in communities with fewer than 2,500 people).

Sports and Education

TABLE 4.1: PLAYED IN ORGANIZED SPORTS

Did you ever play a sport in high school, college, Olympic, professional, or amateur leagues?

	<u>%</u>
Yes	57
No	43
Don't know/No answer	--
(Number of respondents)	(1319)

Played in Organized Sports

	<u>Yes</u> <u>%</u>	<u>No</u> <u>%</u>	<u>(Number of</u> <u>Respondents)</u>
<u>Gender</u>			
Male	68	32	(642)
Female	46	54	(659)
<u>Education</u>			
8th grade or less	17	83	(220)
Some high school	60	40	(156)
High school graduate	62	38	(489)
Some college	65	35	(194)
College graduate	74	26	(251)

TABLE 4.1: PLAYED IN ORGANIZED SPORTS (continued)

Played in Organized Sports			

	<u>Yes</u>	<u>No</u>	<u>(Number of</u>
	<u>%</u>	<u>%</u>	<u>Respondents)</u>
<u>Income</u>			
Less than \$10,000	44	56	(256)
\$10,000 - \$14,999	52	48	(139)
\$15,000 - \$19,000	55	45	(169)
\$20,000 - \$24,999	70	30	(149)
\$25,000 - \$29,999	66	34	(137)
\$30,000 - \$39,999	65	35	(115)
\$40,000 and over	69	31	(169)
<u>Population Density</u>			
Over 1 million	72	28	(138)
100,001 to 1,000,000	64	36	(213)
25,001 to 100,000	58	42	(286)
2,500 to 25,000	58	42	(305)
Under 2,500	52	48	(241)
<u>Sportsfan Index</u>			
Non-fans	1	28	(144)
	2	47	(479)
	3	64	(445)
Fans	4	80	(247)
		20	

Sports and Education

Public School Priorities

While Americans clearly support funding for sports in the public schools, they keep this priority in perspective. A majority of the public supports increased funding for special education programs for the handicapped (67%), vocational training programs (62%), and business training programs (64%). Support for student athletic programs, however, is comparable to that for music (21%), theatre and dance (18%), and home economics programs (27%). Slightly more Americans support increased funding for girls' athletic programs than for boys' athletic programs (32% vs 24%).

The less education one has, the more likely he or she is to support more funding for both boys' and girls' athletic programs. For example, 39% of those with an eighth grade education or less, compared with only 11% of college graduates, support more funding for boys' programs. Women are no more likely than men to support increased funding for either girls' or boys' athletic programs, while sports fans are more likely than non-fans to support increased funding for both boys (39% vs. 29%) and girls (49% vs 29%).

TABLE 4.2: FUNDING FOR SCHOOL PROGRAMS

Assuming the total level of spending had to remain the same, please tell me which school programs you feel should have decreased funds, which should stay as they are, and which you feel should have additional funding.

	<u>Less Funding</u> %	<u>Same Funding</u> %	<u>More Funding</u> %	<u>Don't Know</u> %
Boys' athletic programs	22	52	24	2
Girls' athletic programs	17	48	32	3
Special education programs for the handicapped	3	26	67	4
Business training programs	4	30	64	2
Vocational training programs	4	30	62	4
Programs in home economics	15	55	27	3
Music programs	20	55	21	4
Theatre and dance programs	32	46	18	4
(Number of respondents)	(1319)			

Sports and Education

TABLE 4.3: SCHOOL FUNDING FOR BOYS' AND GIRLS' ATHLETIC PROGRAMS
BY GENDER, EDUCATION, SPORTSFAN INDEX

		Funding for Boys' Sports			(Number of Respondents)
		<u>Less Funding</u> %	<u>Same Funding</u> %	<u>More Funding</u> %	
<u>Gender</u>					
Male		23	49	28	(633)
Female		22	57	21	(639)
<u>Education</u>					
8th grade or less		24	37	39	(209)
Some high school		15	47	38	(154)
High school graduate		19	57	24	(479)
Some college		23	59	18	(192)
College graduate		32	57	11	(246)
<u>Sportsfan Index</u>					
Non-fans	1	27	44	29	(139)
	2	28	55	17	(471)
	3	20	57	23	(434)
Fans	4	13	48	39	(240)

		Funding for Girls' Sports			(Number of Respondents)
		<u>Less Funding</u> %	<u>Same Funding</u> %	<u>More Funding</u> %	
<u>Gender</u>					
Male		17	47	36	(628)
Female		18	53	29	(636)
<u>Education</u>					
8th grade or less		16	47	37	(200)
Some high school		16	44	40	(154)
High school graduate		18	54	29	(480)
Some college		16	50	33	(193)
College graduate		21	48	31	(245)

TABLE 4.3: SCHOOL FUNDING (continued)

		Funding for Girls' Sports			(Number of Respondents)
		<u>Less Funding</u>	<u>Same Funding</u>	<u>More Funding</u>	
		<u>%</u>	<u>%</u>	<u>%</u>	
<u>Sportsfan Index</u>					
Non-fans	1	19	52	29	(141)
	2	20	55	25	(468)
	3	18	49	33	(428)
Fans	4	11	40	49	(241)

Sports and Education

High School and College Sports

Most Americans seem satisfied with the way college sports are conducted. While a significant minority (19%) of the American population believe that college sports programs are too professional, the majority agree that they are at the right level of professionalism (68%).

It is significant, however, that sports fans are slightly more likely than non-fans to believe that college sports are too professional (24% vs. 17%). Also interesting is that college graduates are much more likely than anyone else to say college sports are too professional (33% compared with 20% of high school graduates and 12% of those with an eighth grade education or less). Both these findings seem to suggest that those people who are the most familiar with college athletics are the most likely to feel they are too professional.

Americans also strongly believe that school sports are good for our nation's youth. More than two-thirds (68%) agree with the statement that high school or college rivalries are good because they encourage school pride and loyalty, while only 23% believe that they are not good because they encourage antagonism and conflict between schools. And this time, sports fans and the college educated are particularly likely to believe that rivalries are good. And finally, both coaches and sports journalists are even more likely than the general public to believe that such rivalries are a positive force (88% and 86% respectively).

Large majorities agree that college athletes should neither be paid for their participation on athletic teams (80%), nor be given special privileges such as separate living quarters, cars, exemptions from course requirements, or other benefits (86%). Coaches and sports journalists wholeheartedly agree. Ninety percent (90%) of both groups oppose payments to college athletes, and 87% of coaches and 85% of sports journalists oppose special privileges.

The most and least educated show the most difference in their attitudes toward payment and privileges for college athletes. College graduates are significantly less likely than those with only an eighth grade education to say that college athletes should be paid (8% vs. 30%) and are slightly less likely to believe they should be given special privileges (10% vs. 17%). Blacks are more likely than whites to believe that college athletes should be paid (33% vs. 14%) and be given special privileges (23% vs. 10%).

TABLE 4.4: ARE COLLEGE SPORTS TOO PROFESSIONAL?

In your opinion, are college sports programs too professional, not professional enough, or do they show the right level of professionalism?

	<u>%</u>
Too professional	19
Not professional enough	6
Right level	68
Don't know/No answer	7
(Number of respondents)	(1319)

Are College Sports Too Professional?				

	Too	Not	Right	(Number of
	Professional	Professional	Level of	Respondents)
	<u>%</u>	<u>Enough</u>	<u>Professionalism</u>	
<u>Education</u>				
8th grade or less	12	8	80	(189)
Some high school	11	8	81	(150)
High school graduate	20	5	75	(458)
Some college	23	7	70	(188)
College graduate	33	5	62	(241)
<u>Sportsfan Index</u>				
Non-fans	1	5	78	(118)
	2	8	75	(444)
	3	4	73	(424)
Fans	4	7	69	(244)

Sports and Education

TABLE 4.5: HIGH SCHOOL AND COLLEGE SPORTS RIVALRIES

With regard to intense athletic competition and rivalries between schools, which of the following do you agree with most?

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %
High school or college rivalries are good because they can encourage school pride and loyalty, or	68	86	88
High school or college rivalries are not good because they can encourage antagonism and conflict between schools.	23	7	5
Both	3	7	6
Neither	1	--	--
Don't know/No answer	5	--	1
(Number of respondents)	(1319)	(121)	(234)

High School and College Rivalries

	<u>Rivalries Are Good</u> %	<u>Rivalries Are Not Good</u> %	<u>Both</u> %	<u>Neither</u> %	<u>(Number of Respondents)</u>
<u>Education</u>					
8th grade or less	61	35	4	--	(194)
Some high school	70	27	3	--	(149)
High school graduate	70	26	4	--	(472)
Some college	80	16	2	1	(192)
College graduate	76	18	4	3	(247)
<u>Sportsfan Index</u>					
Non-fans	1	65	33	1	(124)
	2	64	31	4	(464)
	3	74	21	4	(428)
Fans	4	83	14	2	(243)

TABLE 4.6: SALARIES AND PRIVILEGES FOR COLLEGE ATHLETES

Should college athletes be paid a salary for their participation on athletic teams?

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %
Yes	17	10	10
No	80	90	90
Don't know/No answer	3	--	--
(Number of respondents)	(1319)	(119)	(232)

Should college athletes be given special privileges such as separate living quarters, cars, exemptions from course requirements, or other benefits because of their rigorous training schedule?

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %
Yes	12	15	13
No	86	85	87
Don't know/No answer	2	--	--
(Number of respondents)	(1319)	(121)	(230)

College Athletes
Should Be Paid

	<u>Yes</u> %	<u>No</u> %	<u>(Number of Respondents)</u>
<u>Race</u>			
White	14	86	(1069)
Black	33	67	(161)
Other	34	66	(41)
<u>Education</u>			
8th grade or less	30	70	(212)
Some high school	29	71	(151)
High school graduate	15	85	(475)
Some college	11	89	(189)
College graduate	8	92	(245)

Sports and Education

TABLE 4.6: SALARIES AND PRIVILEGES (continued)

College Athletes Should
Receive Special Privileges

	<u>Yes</u> <u>%</u>	<u>No</u> <u>%</u>	<u>(Number of</u> <u>Respondents)</u>
<u>Race</u>			
White	10	90	(1080)
Black	23	77	(159)
Other	23	77	(41)
<u>Education</u>			
8th grade or less	17	83	(211)
Some high school	18	82	(153)
High school graduate	10	90	(482)
Some college	9	91	(187)
College graduate	10	90	(247)

CHAPTER FIVE
PSYCHOLOGY OF SPORTS

Daydreaming and Fantasizing

Preceding chapters have demonstrated the pervasiveness of sports in the United States. Yet the influence of sports on American life goes beyond spectatorship and participation alone. Even while going about normal day to day activities, when their attention is ostensibly focused on the details of their daily existence, millions of Americans are actually living and breathing sports.

For example, one out of every three (34%) Americans who participate in some sport or athletic activity at least sometimes daydream about athletic success. Young people, men, athletes, and fans all are particularly likely to daydream.

- * 15% of sports participants between the ages of 14 and 17 years say they at least sometimes dream of athletic success, compared with 29% of participants 65 and older.
- * 42% of men and 25% of women daydream at least sometimes about athletic success.
- * 51% of people who regularly participate in several sports daydream, compared with only 19% of non-athletes.
- * And finally, 58% of fans, compared with 9% of non-fans, daydream about athletic success.

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When participating in sports, one out of every four Americans (24%) fantasizes that he or she is a professional athlete. Again, age is a deciding factor. Forty-one percent (41%) of those between 14 and 17 years fantasize about being a professional athlete, compared with 12% of those between the age of 50 and 64 years and 20% of those over 64. Still, the fact that one out of every five senior citizens who participate in sports at least sometimes fantasize about being a professional athlete says a lot about the power and mystique of sports in America. Men are more likely than women (29% vs. 19%) and fans are more likely than non-fans (41% vs. 2%) to at least sometimes fantasize about being a professional athlete while participating in a game.

Some Americans also fantasize about being athletes when they watch sports. About 28% of those who view sports events say that while watching they pretend they are competing.

Finally, given the choice of becoming a famous movie star, an internationally recognized statesperson, a professional athlete, or an internationally recognized scientist, 22% of the respondents would most like to be an athlete. On the other hand, 36% would choose to be a scientist, 15% would choose a career as a statesperson, and 11% would be a movie star.

TABLE 5.1: DAYDREAMING

How often do you daydream about athletic success?

	<u>%</u>	
Almost always	5	
Often	8	34%
Sometimes	21	
Rarely	23	
Never	43	

(Number of respondents) (1093)

Daydream about Athletic Success

	<u>Almost Always</u> <u>%</u>	<u>Often</u> <u>%</u>	<u>Sometimes</u> <u>%</u>	<u>Rarely</u> <u>%</u>	<u>Never</u> <u>%</u>	<u>(Number of Respondents)</u>
<u>Gender</u>						
Male	6	10	26	26	32	(571)
Female	5	5	15	20	55	(513)
<u>Age</u>						
14 - 17	9	21	25	26	18	(139)
18 - 24	7	7	35	19	32	(192)
25 - 34	3	5	20	27	44	(245)
35 - 49	3	2	17	21	57	(233)
50 - 64	4	7	15	19	55	(181)
65 and over	9	10	10	24	46	(99)
<u>Sportsfan Index</u>						
Non-fans	1	--	2	7	19	73 (95)
	2	4	4	17	20	55 (383)
	3	5	8	23	27	37 (391)
Fans	4	10	18	30	21	21 (224)
<u>Athlete Index</u>						
Non-athletes	1	3	2	14	26	54 (167)
	2	4	6	22	23	45 (684)
Athletes	3	10	18	23	19	30 (243)

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TABLE 5.2: FANTASIZING WHILE PLAYING

How often do you, during the game, fantasize that you are a professional athlete?

	<u>%</u>	
Almost always	4	
Often	5	24%
Sometimes	15	
Rarely	16	
Never	60	

(Number of respondents) (1091)

		Fantasize While Playing					(Number of Respondents)
		<u>Almost Always</u>	<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Gender</u>							
Male		4	6	19	17	54	(568)
Female		3	4	12	15	66	(513)
<u>Age</u>							
14 - 17		7	9	25	16	43	(139)
18 - 24		6	7	17	23	47	(192)
25 - 34		2	4	18	20	56	(243)
35 - 49		3	1	15	14	66	(233)
50 - 64		1	4	7	7	80	(181)
65 and over		4	6	10	12	69	(99)
<u>Sportsfan Index</u>							
Non-fans	1	--	--	2	13	85	(95)
	2	4	2	11	16	66	(383)
	3	4	6	16	17	58	(391)
Fans	4	5	9	27	16	43	(221)

TABLE 5.3: FANTASIZING WHILE WATCHING

When watching your favorite sport, how often do you fantasize that you are the athlete competing?

	<u>%</u>	
Almost always	5	
Often	4	28%
Sometimes	19	
Rarely	16	
Never	56	

(Number of respondents) (1252)

Fantasize While Watching						(Number of Respondents)
	<u>Always</u>	<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Gender</u>						
Male	7	4	22	18	48	(619)
Female	4	3	16	14	62	(620)
<u>Age</u>						
14 - 17	12	10	26	18	34	(139)
18 - 24	6	4	29	18	43	(196)
25 - 34	4	3	18	23	53	(246)
35 - 49	5	2	21	14	58	(246)
50 - 64	2	2	12	10	73	(238)
65 and over	6	4	12	12	66	(183)
<u>Race</u>						
White	4	3	17	17	58	(1057)
Black	11	5	33	7	44	(147)
Other	18	4	35	12	41	(42)
<u>Education</u>						
8th grade or less	11	4	22	8	55	(192)
Some high school	9	7	24	15	45	(154)
High school graduate	4	2	19	13	62	(471)
Some college	6	4	18	20	52	(188)
College graduate	1	4	14	24	56	(242)
<u>Sportsfan Index</u>						
Non-fans	1	2	4	8	16	(92)
	2	2	3	15	16	(471)
	3	6	3	20	16	(443)
Fans	4	11	6	28	17	(246)

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TABLE 5.4: WHAT WOULD YOU RATHER BE?

Given the choice, would you rather be:

	<u>1</u>
An internationally recognized scientist	36
A professional athlete	22
An internationally recognized statesperson	15
A famous movie star	11
None of the above	14
Don't know/No answer	2
(Number of respondents)	(1319)

Spectators' Involvement

While watching their favorite sports, not only do many Americans daydream and fantasize about being a professional athlete, almost half (45%) believe that given the right training they could do as well as the participating athlete. Age is a significant factor in predicting responses. Seventy-four percent (74%) of those between 14 and 17 years of age at least some of the time believe that they could do as well, compared with 50% of those between 25 and 34 years, 41% of those between 35 and 49 years, and 25% of those 65 and older. Athletes are more likely than non-athletes to feel this way (65% vs. 33%), as are fans more likely than non-fans (64% vs. 30%).

Given the stereotype of the armchair athlete sitting in front of his or her television complaining about a manager's decision to pull a pitcher or a coach's decision to go for the field goal, it is perhaps surprising that only 30% of American spectators believe even sometimes that they could do a better job than the coach or manager. Athletes and fans are more likely to feel this way than non-athletes and non-fans, but only 11% of fans often believe they could do a better job than the coach.

On the other hand, a significant number of Americans (45%), often, sometimes or always feel they could do a better job than the referee or official. Again, those in the younger age groups are more likely to believe they could do a better job. Sixty-three percent (63%) of those between 14 and 17 years feel this way, compared with 47% of those between 35 and 49 years and 26% of those 65 years of age and over. Similarly, only 27% of non-fans think they could do a better job than the officials, compared with 55% of fans.

About one out of every four (24%) Americans feel they have any impact on the outcome of a game they are watching. Forty-three percent (43%) of those between 14 and 17 years at least sometimes feel they have an impact, compared with 22% of those between 35

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and 49 years and 12% of those over 65 years. Thirty-five percent (35%) of all athletes believe they have an impact on the outcome of a game they are watching.

Americans do, however, generally believe that athletes are fighting for something they believe in. A majority (63%) believe this is true at least sometimes. Age is not a significant factor in this case, but degree of sports involvement is most definitely a factor. Sports fans are more likely than non-fans at least sometimes to feel that athletes are fighting for something they believe in (76% vs. 44%), as are athletes compared with non-athletes (67% vs. 51%).

Despite the large number of people who believe that somehow they can influence whether their favorite team wins or loses, it is much more likely that a team's performance will affect its fans. Indeed, when a favorite athlete or team wins, 82% of all Americans admit that they feel happy and two of every three (67%) always or often are proud of the city or country the team or athlete represents. Ninety-one percent (91%) of sports fans are often or always happy when their team wins and 78% are proud of their hometown.

Americans are more divided when questioned about other possible reactions to their team's victory. Thirty-four percent (34%) claim to always or often feel sorry for the losers, and 41% often or always feel like something important has been accomplished. Those with less education are more likely to associate victory with feelings of accomplishment. Fifty-seven percent (57%) of those with an eighth grade education or less always or often feel this way, compared with 26% of college graduates.

Perhaps the clearest evidence of an individual's feeling of involvement is that one of every three Americans (34%), and almost two out of three fans (62%) frequently feel they've gained a personal victory when their favorite team or athlete wins an

event. Very few people (only 11%) admit to feeling with any frequency that they couldn't care less whether their team wins or loses.

Americans seem to take losses by their favorite teams to heart. Three out of every four Americans (76%) at least sometimes feel disappointed when a team or athlete they support loses. Almost half (47%) sometimes feel depressed, and one out of four (24%) sometimes feel as if they have suffered a personal loss.

Again, we see more extreme attitudes among the most ardent fans. Virtually all fans (87%) at least sometimes feel disappointed, 66% feel depressed, and 38% feel as if they've experienced a personal loss. When their team or player loses, there are clearly tens of millions of Americans whose mood and degree of happiness are directly linked to their team's wins or losses.

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TABLE 5.5: SPECTATOR INVOLVEMENT: IN THE ATHLETE'S SHOES

When watching your favorite sport, how often do you feel that given the right training, you could do as well as the athlete?

	<u>1</u>	
Almost always	10	
Often	5	45%
Sometimes	30	
Rarely	10	
Never	45	

(Number of respondents) (1246)

Feel You Could Do As Well As the Athlete

	<u>Almost Always</u>	<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	<u>(Number of Respondents)</u>
<u>Age</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
14 - 17	20	7	47	8	17	(136)
18 - 24	15	10	38	9	28	(197)
25 - 34	6	6	38	13	38	(245)
35 - 49	9	4	28	11	48	(243)
50 - 64	10	2	18	8	61	(241)
65 and over	3	4	18	5	70	(180)

Sportsfan Index

Non-fans	1	2	6	22	5	64	(89)
	2	8	4	29	10	49	(470)
	3	11	4	29	10	47	(443)
Fans	4	16	10	38	9	28	(244)

Athlete Index

Non-athletes	1	6	5	22	7	60	(334)
	2	9	5	31	11	44	(671)
Athletes	3	19	7	39	8	26	(240)

TABLE 5.6: SPECTATOR INVOLVEMENT: DOING A BETTER JOB THAN THE COACH

When watching your favorite sport, how often do you feel that you could do a better job than the coach or manager?

	<u>%</u>	
Almost always	4	30%
Often	2	
Sometimes	24	
Rarely	14	
Never	56	

(Number of respondents) (1251)

 Could Do a Better Job than the Coach

		<u>Almost</u>	<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	<u>(Number of</u>
		<u>Always</u>					<u>Respondents)</u>
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Sportsfan Index</u>							
Non-fans	1	--	--	13	11	78	(89)
	2	2	1	20	13	64	(474)
	3	5	2	25	14	55	(442)
	4	7	4	36	19	34	(246)
<u>Athlete Index</u>							
Non-athletes	1	1	1	18	7	72	(337)
	2	4	2	27	16	52	(674)
Athletes	3	6	4	27	20	43	(240)

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TABLE 5.7: SPECTATOR INVOLVEMENT: DOING A BETTER JOB THAN THE REFEREE

When watching your favorite sport, how often do you feel you could do a better job than the referees or officials?

	<u>%</u>	
Almost always	6	
Often	4	45%
Sometimes	35	
Rarely	14	
Never	42	

(Number of respondents) (1249)

----- Could Do a Better Job than Referee -----

	<u>Almost Always</u> <u>%</u>	<u>Often</u> <u>%</u>	<u>Sometimes</u> <u>%</u>	<u>Rarely</u> <u>%</u>	<u>Never</u> <u>%</u>	<u>(Number of Respondents)</u>
<u>Age</u>						
14 - 17	12	9	42	14	23	(139)
18 - 24	12	7	40	12	28	(196)
25 - 34	3	3	36	18	39	(245)
35 - 49	3	5	39	13	41	(246)
50 - 64	4	3	31	13	50	(238)
65 and over	3	1	22	10	64	(180)

Sportsfan Index

Non-fans	1	2	4	21	6	67	(91)
	2	4	3	33	14	47	(476)
	3	5	5	38	14	37	(442)
Fans	4	11	5	39	17	29	(245)

TABLE 5.8: SPECTATOR INVOLVEMENT: HAVING AN IMPACT ON THE OUTCOME

When watching your favorite sport, how often do you feel you have an impact on the outcome?

	<u>%</u>	
Almost always	2	24%
Often	3	
Sometimes	19	
Rarely	13	
Never	63	

(Number of respondents) (1244)

Feel You Have an Impact on
Game's Outcome

		<u>Almost Always</u>	<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	<u>(Number of Respondents)</u>
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Age</u>							
14 - 17		4	8	31	19	39	(137)
18 - 24		4	5	26	15	50	(197)
25 - 34		2	3	20	18	59	(244)
35 - 49		1	1	20	11	67	(245)
50 - 64		2	1	13	12	73	(237)
65 and over		2	--	10	7	81	(182)
<u>Sportsfan Index</u>							
Non-fans	1	--	1	13	7	80	(88)
	2	1	2	18	11	69	(470)
	3	3	2	19	15	61	(443)
Fans	4	3	6	26	16	48	(244)
<u>Athlete Index</u>							
Non-athletes	1	2	1	14	9	74	(332)
	2	1	2	20	15	62	(671)
Athletes	3	4	8	23	15	50	(241)

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TABLE 5.9: SPECTATOR INVOLVEMENT: ARE ATHLETES FIGHTING FOR SOMETHING YOU BELIEVE IN?

When watching your favorite sport, how often do you feel the athletes are fighting for something you believe in?

	<u>%</u>
Almost always	17
Often	10
Sometimes	36
Rarely	10
Never	27
(Number of respondents)	(1229)

Athletes Are Fighting for
Something You Believe In

		<u>Almost Always</u> <u>%</u>	<u>Often</u> <u>%</u>	<u>Sometimes</u> <u>%</u>	<u>Rarely</u> <u>%</u>	<u>Never</u> <u>%</u>	<u>(Number of Respondents)</u>
<u>Sportsfan Index</u>							
Non-fans	1	6	7	31	8	48	(92)
	2	14	9	36	10	31	(456)
	3	18	10	36	11	24	(440)
Fans	4	24	14	36	9	15	(241)
<u>Athlete Index</u>							
Non-athletes	1	19	8	34	7	32	(323)
	2	14	11	38	12	25	(669)
Athletes	3	24	11	32	10	24	(238)

TABLE 5.10: WHEN YOUR FAVORITE TEAM OR ATHLETE WINS

When a team or athlete you support wins, how often do you:

	<u>Almost Always</u> %	<u>Often</u> %	<u>Sometimes</u> %	<u>Rarely</u> %	<u>Never</u> %
Feel happy	65 -82%-	17	14	2	2
Feel you've gained a personal victory	24 -34%-	10	23	13	30
Feel proud of the city or country the team or athlete represents	50 -67%-	17	19	6	8
Feel sorry for the loser	22 -34%-	12	40	10	16
Feel superior	8 -13%-	5	19	18	50
Feel as if you couldn't care less	6 -11%-	5	28	20	41
Feel like something important has been accomplished	26 -41%-	15	35	12	12

(Number of respondents) (1227)

Feel Happy When Team Wins

		<u>Almost Always</u> %	<u>Often</u> %	<u>Sometimes</u> %	<u>Rarely</u> %	<u>Never</u> %	(Number of Respondents)
<u>Sportsfan Index</u>							
Non-fans	1	36	20	27	7	10	(89)
	2	57	17	21	3	2	(465)
	3	72	19	7	1	1	(445)
Fans	4	78 -91%-	13	8	1	--	(246)

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TABLE 5.10: WHEN YOUR FAVORITE WINS (continued)

	Feel Something Important Has Been Accomplished					

	<u>Almost</u> <u>Always</u> <u>%</u>	<u>Often</u> <u>%</u>	<u>Sometimes</u> <u>%</u>	<u>Rarely</u> <u>%</u>	<u>Never</u> <u>%</u>	(Number of Respondents)
<u>Education</u>						
8th grade or less	42	15	22	7	15	(178)
Some high school	28	18	36	9	9	(152)
High school graduate	29	15	36	10	10	(467)
Some college	19	16	38	14	14	(185)
College graduate	15	11	40	18	16	(239)

Feel Civic Pride							

		<u>Almost</u>					(Number of
		<u>Always</u>	<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	<u>Respondents</u>)
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Sportsfan Index</u>							
Non-fans	1	30	22	30	6	13	(89)
	2	44	15	22	8	11	(461)
	3	53	20	17	4	6	(442)
Fans	4	62-78%	16	14	6	3	(245)

TABLE 5.11: WHEN YOUR TEAM OR ATHLETE LOSES

When a team or athlete you support loses, how often do you:

	<u>Almost Always</u> %	<u>Often</u> %	<u>Sometimes</u> %	<u>Rarely</u> %	<u>Never</u> %
Feel disappointed	14	10	52	9	15
Feel depressed	11	6	30	19	34
Feel as though you've had a personal loss	4	2	18	15	61
(Number of respondents)	(1244)				

TABLE 5.12: WHEN YOUR TEAM OR ATHLETE LOSES BY SPORTSFAN INDEX

		Feel Disappointed					

		Almost Always	Often	Sometimes	Rarely	Never	(Number of Respondents)
		%	%	%	%	%	
<u>Sportsfan Index</u>							
Non-fans	1	7	4	54	7	28	(90)
	2	11	8	51	11	18	(469)
	3	14	10	53	9	13	(445)
Fans	4	23	16	48	5	9	(246)

		Feel Depressed					

		Almost Always	Often	Sometimes	Rarely	Never	(Number of Respondents)
		%	%	%	%	%	
<u>Sportsfan Index</u>							
Non-fans	1	2	4	32	17	45	(89)
	2	7	4	26	20	42	(467)
	3	11	7	30	21	31	(443)
Fans	4	19	10	37	14	20	(244)

Feel As If You Suffered a Personal Loss							

		Almost					(Number of
		Always	Often	Sometimes	Rarely	Never	Respondents)
		%	%	%	%	%	
<u>Sportsfan Index</u>							
Non-fans	1	3	--	12	12	72	(90)
	2	1	2	13	13	70	(466)
	3	4	1	20	18	56	(445)
Fans	4	8	5	25	16	47	(245)

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The Thrill of Victory

The desire for victory seems to be a basic element in competitive sports. Two out of every three Americans (66%) almost always try their best to win. What is perhaps surprising is that 12% only sometimes try their best to win, 2% rarely, and 7% never do. Age seems to influence enthusiasm for winning, as does gender. Seventy-eight percent (78%) of those between 14 and 17 years of age say they always try to win, compared with 70% of those between 25 and 34 years and 60% of those between 35 and 49 years. Men are more likely than women to strive always for victory (73% vs. 58%), fans are more likely than non-fans (79% vs. 34%), and athletes strive for victory more often than non-athletes (82% vs. 56%).

Half the American public (51%) says it often or almost always sets high personal goals in sports competition. Those in the youngest age brackets are the most likely to feel this way. Seventy-one percent (71%) of those between 14 and 17 years of age often or always set high goals for themselves, as do 58% of those between 18 and 24 years. Men are more likely than women to set high goals (58% vs. 43%), ardent sports fans are more likely than non-fans (73% vs. 27%), and athletes are more likely than non-athletes (90% vs. 37%).

A slight majority (54%) of Americans say they never or rarely feel superior to their opponent after a victory, but 46% at least sometimes feel superior.

The findings reveal that the older one gets, the less likely he or she is to feel superior after a sports victory. Two out of every three (64%) of those between 14 and 17 years at least sometimes feel superior, compared with only 41% of those between 35 and 49 years and only 26% of those over 65. Education is also a factor. Over half (57%) of those with less than an eighth grade education say they at least sometimes feel superior after winning, compared with only 39% of college graduates. Athletes

are significantly more likely than non-athletes to sometimes feel superior to their opponent after a victory (57% vs. 36%), as are fans more likely than non-fans (58% vs. 35%).

A surprising 63% of all sports participants say they at least sometimes do not really care whether they win or lose. More than one out of every three Americans (36%) often or always feel this way. Athletes are no more likely than non-athletes to say that they at least sometimes don't care (59% vs. 59%), and men are no more or less likely than women (61% vs. 66%). Fans, however, are slightly less likely than non-fans to be concerned whether they win or lose (57% vs. 66%).

A large percentage (78%) of the general public spends some time socializing with competitors in sports, although 42% say they rarely or never spend time talking about past or future competitions. Those who are the most athletic are three times as likely to always socialize with their competitors as are those who are the least athletic (48% vs. 15%), and women are as likely as men (51% vs. 47%) to do so.

A large majority (71%) of the public rarely or never worry about being injured while participating in a sports activity. It is interesting that those who play more sports and are therefore exposed to a greater potential for injury are only slightly more likely to have this fear (31% vs. 25%).

Most people (70%) say they rarely or never allow their opponents to win, and 67% say they do not make excuses for losing. These attitudes seem to cut across all demographic characteristics, including whether or not a person is an athlete or a fan.

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And finally, four out of every five Americans (80%) disagree with the statement "competition is basically destructive," and three out of four (76%) disagree that "every time you win, you're re-born; when you lose, you die a little." Ninety percent (90%) disagree that "the winner is the only individual who is truly alive." And finally, 68% agree that "winning doesn't prove you're a better human being."

TABLE 5.13: TRYING YOUR BEST TO WIN

How often do you try your best to win?

	<u>%</u>
Almost always	66
Often	13
Sometimes	12
Rarely	2
Never	7

(Number of respondents) (1087)

Trying Your Best to Win

		<u>Almost Always</u>	<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	<u>(Number of Respondents)</u>
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Gender</u>							
Male		73	13	8	2	4	(568)
Female		58	13	16	2	11	(509)
<u>Age</u>							
14 - 17		78	13	8	1	--	(139)
18 - 24		69	16	9	2	4	(192)
25 - 34		70	12	11	3	5	(243)
35 - 49		60	13	15	4	8	(230)
50 - 64		62	12	13	1	12	(180)
65 and over		52	12	17	1	18	(99)
<u>Sportsfan Index</u>							
Non-fans	1	34	20	18	8	20	(93)
	2	61	12	17	1	9	(380)
	3	70	14	10	2	4	(390)
Fans	4	79	12	3	2	4	(223)
<u>Athlete Index</u>							
Non-athletes	1	56	14	14	2	12	(165)
	2	62	14	14	2	8	(680)
Athletes	3	82	9	4	3	3	(242)

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TABLE 5.14: SETTING HIGH GOALS IN SPORTS COMPETITION

How often do you set high goals for yourself in sports competition?

	<u>2</u>	
Almost always	39	
Often	12	51%
Sometimes	19	
Rarely	9	
Never	20	

(Number of respondents) (1085)

Set High Goals for Yourself

	<u>Almost Always</u> %	<u>Often</u> %	<u>Sometimes</u> %	<u>Rarely</u> %	<u>Never</u> %	<u>(Number of Respondents)</u>
<u>Gender</u>						
Male	44	14	18	8	15	(566)
Female	33	10	20	10	26	(509)
<u>Age</u>						
14 - 17	55	16	16	6	6	(139)
18 - 24	46	12	20	9	12	(191)
25 - 34	39	14	23	8	15	(245)
35 - 49	32	11	21	11	25	(231)
50 - 64	28	12	16	9	35	(177)
65 and over	34	8	16	11	31	(99)
<u>Sportsfan Index</u>						
Non-fans	1	16	11	16	38	(93)
	2	31	12	23	24	(379)
	3	42	11	21	17	(389)
Fans	4	56	17	10	12	(224)
<u>Athlete Index</u>						
Non-athletes	1	25	12	15	34	(164)
	2	35	12	23	20	(681)
Athletes	3	61	13	11	10	(241)

TABLE 5.15: FEELING SUPERIOR TO YOUR OPPONENT AFTER A VICTORY

How often do you, after a victory, feel somewhat superior to your opponent?

	<u>%</u>	
Almost always	12	46%
Often	9	
Sometimes	25	
Rarely	20	
Never	34	

(Number of respondents) (1072)

Feel Superior to Opponent After Victory

	<u>Almost Always</u> %	<u>Often</u> %	<u>Sometimes</u> %	<u>Rarely</u> %	<u>Never</u> %	<u>(Number of Respondents)</u>	
<u>Gender</u>							
Male	12	9	28	22	29	(557)	
Female	10	8	23	19	40	(505)	
<u>Age</u>							
14 - 17	21	19	24	18	18	(135)	
18 - 24	17	9	35	20	20	(190)	
25 - 34	10	6	29	23	32	(240)	
35 - 49	8	6	27	20	38	(226)	
50 - 64	5	10	17	16	53	(176)	
65 and over	10	4	12	28	46	(100)	
<u>Education</u>							
8th grade or less	21	18	18	13	30	(112)	
Some high school	17	14	26	13	29	(140)	
High school graduate	9	8	24	20	39	(417)	
Some college	13	3	28	22	35	(174)	
College graduate	6	6	27	30	31	(224)	
<u>Sportsfan Index</u>							
Non-fans	1	2	5	28	18	47	(91)
	2	8	8	25	19	39	(371)
	3	13	8	23	26	30	(386)
Fans	4	18	12	28	15	27	(223)

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TABLE 5.15: FEELING SUPERIOR (continued)

		Feel Superior to Opponent After Victory					(Number of Respondents)
		Almost Always	Often	Sometimes	Rarely	Never	
		%	%	%	%	%	
<u>Athlete Index</u>							
Non-athletes	1	6	6	24	21	44	(162)
	2	9	8	27	21	36	(671)
Athletes	3	23	12	22	20	22	(239)

TABLE 5.16: CARING ABOUT WINNING AND LOSING

How often do you not really care whether you win or lose?

	%
Almost always	21
Often	15
Sometimes	27
Rarely	16
Never	21

63%

(Number of respondents) (1085)

		Do Not Care About Winning and Losing					(Number of Respondents)
		Almost Always	Often	Sometimes	Rarely	Never	
		%	%	%	%	%	
<u>Gender</u>							
Male		18	15	28	19	20	(565)
Female		24	16	26	12	22	(510)
<u>Sportsfan Index</u>							
Non-fans	1	25	16	25	17	22	(95)
	2	24	16	27	13	20	(377)
	3	18	14	29	18	20	(390)
Fans	4	18	15	24	20	23	(223)
<u>Athlete Index</u>							
Non-athletes	1	20	13	26	16	25	(163)
	2	21	15	29	16	19	(681)
Athletes	3	21	16	22	16	24	(241)

TABLE 5.17: SOCIALIZING

How often do you spend time socializing with people you compete with away from the game?

	<u>%</u>	
Almost always	23	78%
Often	27	
Sometimes	28	
Rarely	12	
Never	10	

(Number of respondents) (1084)

How often do you spend time talking about past and future competitions?

	<u>%</u>
Almost always	10
Often	14
Sometimes	34
Rarely	21
Never	21

(Number of respondents) (1082)

Socialize with People You Play With

	<u>Almost Always</u> <u>%</u>	<u>Often</u> <u>%</u>	<u>Sometimes</u> <u>%</u>	<u>Rarely</u> <u>%</u>	<u>Never</u> <u>%</u>	<u>(Number of Respondents)</u>
<u>Gender</u>						
Male	20	-47%- 27	31	14	8	(570)
Female	25	-51%- 26	25	10	13	(505)
<u>Athlete Index</u>						
Non-athletes	1	15	25	29	14	15 (164)
	2	20	26	31	13	10 (679)
Athletes	3	36	29	21	8	6 (242)

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TABLE 5.18: FEAR OF INJURY

How often do you worry about being injured when participating in a sports activity?

	<u>%</u>	
Almost always	8	
Often	6	
Sometimes	16	
Rarely	25	71%
Never	46	

(Number of respondents) (1087)

Fear of Injury

		<u>Almost</u>	<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	<u>(Number of</u>
		<u>Always</u>					<u>Respondents</u>
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Athlete Index</u>							
Non-athletes	1	7	7	11	20	55	(164)
	2	6	6	18	25	46	(682)
Athletes	3	14	5	12	27	41	(242)

TABLE 5.19: ATTITUDES TOWARD WINNING AND LOSING

How often do you allow someone else to win?

	<u>%</u>	
Almost always	3	
Often	5	
Sometimes	22	
Rarely	22	70%
Never	48	

(Number of respondents) (1068)

How often do you make excuses for losing?

	<u>%</u>	
Almost always	6	
Often	5	
Sometimes	22	
Rarely	22	67%
Never	45	

(Number of respondents) (1073)

TABLE 5.20: ATTITUDES TOWARD COMPETITION

Competition is basically destructive.

	<u>%</u>	
Strongly agree	4	
Somewhat agree	16	
Somewhat disagree	34	80%
Strongly disagree	46	

(Number of respondents) (1096)

Every time you win, you're reborn; when you lose, you die a little.

	<u>%</u>	
Strongly agree	7	
Somewhat agree	17	
Somewhat disagree	30	76%
Strongly disagree	46	

(Number of respondents) (1097)

The winner is the only individual who is truly alive.

	<u>%</u>	
Strongly agree	4	
Somewhat agree	5	
Somewhat disagree	22	90%
Strongly disagree	68	

(Number of respondents) (1104)

Winning doesn't prove you're a better human being.

	<u>%</u>	
Strongly agree	54	68%
Somewhat agree	14	
Should disagree	14	
Strongly disagree	18	

(Number of respondents) (1107)

A Fan's Loyalty

Many Americans feel happy or sad, elated or depressed, weak or powerful, depending solely on the outcome of an athletic event. This can, of course, be directly related to the loyalty a fan feels toward a particular team or athlete. Seventy-two percent (72%) of the public always or often roots for one team or athlete over another when watching a sporting event. The frequency with which one roots for a particular team does not vary significantly according to age, education or gender. It varies a great deal, however, according to the degree of enthusiasm one has for sports. Seventy-one percent (71%) of ardent sports fans always root for one team over another, compared with 22% of non-fans. Athletically inclined Americans are also particularly likely to always root for one team (62% vs. 46% of non-athletes).

"Sports figures are the heroes of both young and old in American society. They represent glamour, great wealth, and the anybody can make it' syndrome."¹ Most Americans (69%) have a favorite athlete. Younger people are particularly likely to have a favorite athlete (81% of those between 14 and 17 years and 84% of those between 18 and 24 years, compared with 62% of those between 50 and 64 years and 55% of those over 65 years). Men are much more likely than women to have a favorite athlete (80% vs. 63%), and, as one would expect, a much higher percentage of sports fans than non-fans have a favorite athlete (91% vs. 34%).

Eighty-nine percent (89%) of the general public say that their favorite athlete is male. Interestingly enough, 78% of women choose male athletes (compared with 98% of men). It is also interesting that 96% of sports fans choose men, compared with only 61% of non-fans.

1. Donald S. Harris and D. Stanley Eitzen, "The Consequences of Failure in Sports," Urban Life 7:2 (July 1978): 177.

When questioned about the ethnic origin of their favored athlete, 64% choose a white athlete and 31% choose a black athlete. Those in the younger age bracket are remarkably more likely to choose a non-white athlete as their favorite (40% of those between 18 and 24 years, compared with 29% of those between 50 and 64 years and 14% of those over 65 years). It comes as no surprise that blacks are far more likely than whites to choose black athletes as their favorite (89% vs. 22%), but it is surprising that those people who are athletes themselves are particularly likely to choose blacks (36% vs. 27% of non-athletes).

Although most blacks and whites choose someone of their own race as their favorite athlete, only 10% say race is an important factor in their choice. Similarly, although 98% of men choose a man as their favorite athlete, only 27% of the public say an athlete's sex is an important consideration.

People traditionally have looked to athletes for a certain moral leadership. When asked to rate the importance of several factors in their choice of a favorite athlete, most people rank moral character and personal conduct considerably higher than a win/loss record and only slightly lower than athletic skill. Majorities rank athletic skills (79%), personal conduct (70%), professionalism (67%) and moral character (66%) as very important. The win/loss record is considered important by only 27% of Americans. The older segment of the population is particularly likely to rank moral character as being very important in the choice of a favorite athlete. Only 52% of the people aged 14-24 say moral character in an athlete is very important, compared with 82% of those aged 50-64.

Despite the high premium which many people place on an athlete's morality, 64% of the general public believe athletes should not be expected to have a higher moral character than the average citizen. Thirty percent (30%), however, believe that because many people look to athletes as role models, athletes have a

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responsibility to be of high moral character. Forty-two percent (42%) of sports journalists, 58% of coaches, and 56% of sports doctors believe athletes have that responsibility.

An individual's level of education plays a significant role in determining which characteristics a person emphasizes in choosing a favorite athlete. College graduates are more likely to rate professionalism highly than those with only an eighth grade education (77% vs. 58%). Win/loss record is rated highly by only 21% of college graduates, compared with 39% of those with only an 8th grade education. Similarly, physical attractiveness, rated by only 16% of the general public as very important, was given more weight by those with less education (30% of those with only an eighth grade education vs. 11% of college graduates).

The importance of religion in choosing a favorite athlete decreases with increased income and education. Only 12% of the general public chose religion as an important factor in deciding who their favorite athlete was. However, 26% of those earning less than \$10,000 selected religion as a factor, compared with 3% of those earning over \$40,000. Religion is very important in choosing a favorite athlete to 23% of those with an eighth grade education, but to only 7% of those who are college graduates.

The higher a person's level of education, the less likely he or she is to rate a player's personality as very important. For example, personality was rated highly by 61% of those with only an eighth grade education, compared with 43% of college graduates.

In an attempt to determine the basis for choosing one team over another, Americans were asked to rate certain factors. The characteristic chose most often was overall athletic skill, considered very important by 80% of the public. Coaching ranks second, considered very important by 68% of the public, followed by past loyalty to a team (66%), the place a team represents (64%) and overall winning history (55%).

The Lite Sports Report compares the perceived personal characteristics of athletes to those of the public, and the athletes fare quite well. Eighty-five percent (85%) of the public believe athletes are in better overall physical condition than the public, 64% believe them to have more determination and a stronger sense of purpose, 61% rate athletes higher in courage, and 44% attribute greater loyalty to them. Most Americans (66%) rate athletes equal to the rest of the population in honesty, but one out of every seven (16%) rate them higher. Sixty-five percent (65%) rate them equal in intelligence, 18% rate them higher, and 13% rate them lower. One-quarter of the public (25%) consider athletes to be of higher moral character than the rest of the population, while 62% rate them as equally moral.

It is noteworthy that age, education, gender and even the level of sports enthusiasm are not factors which influence the way Americans rate athletes on these various character traits.

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TABLE 5.21: FAN LOYALTY: ROOTING FOR A TEAM

When watching your favorite sporting event, how often do you root for one team or athlete over another?

	<u>2</u>	
Almost always	53	
Often	19	72%
Sometimes	17	
Rarely	6	
Never	4	

(Number of respondents) (1236)

Do You Root for a Team or Athlete?

		<u>Almost</u>	<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	<u>(Number of</u>
		<u>Always</u>					<u>Respondents)</u>
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Sportsfan Index</u>							
Non-fans	1	22	26	27	13	12	(88)
	2	43	18	23	9	7	(475)
	3	61	22	12	4	2	(429)
Fans	4	71	15	13	--	1	(245)
<u>Athlete Index</u>							
Non-athletes	1	46	18	18	9	10	(340)
	2	54	21	18	4	2	(661)
Athletes	3	62	17	14	6	2	(235)

TABLE 5.22: DO YOU HAVE A FAVORITE ATHLETE?

I'd like you to think of your favorite athlete, but don't tell me who it is. Do you have someone in mind?

	<u>%</u>
Yes	69
No	28
Don't know	3
(Number of respondents)	(1319)

Have a Favorite Athlete

<u>Gender</u>		<u>Yes</u> <u>%</u>	<u>No</u> <u>%</u>	<u>(Number of Respondents)</u>
Male		80	20	(622)
Female		63	37	(640)
<u>Age</u>				
14 - 17		81	19	(140)
18 - 24		84	16	(190)
25 - 34		79	21	(245)
35 - 49		72	28	(248)
50 - 64		62	38	(246)
65 and over		55	45	(199)
<u>Sportsfan Index</u>				
Non-fans	1	34	66	(143)
	2	64	36	(469)
	3	81	19	(424)
Fans	4	91	9	(238)
<u>Athlete Index</u>				
Non-athletes	1	55	45	(371)
	2	76	24	(667)
Athletes	3	83	17	(235)

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TABLE 5.23: IS YOUR FAVORITE ATHLETE A MAN OR A WOMAN?

Is your favorite athlete a man or a woman?

	<u>2</u>
Man	89
Woman	11
(Number of respondents)	(941)

		Sex of Favorite Athlete		(Number of Respondents)
		<u>Man</u> %	<u>Woman</u> %	
<u>Gender</u>				
Male		98	2	(511)
Female		78	22	(420)
<u>Sportsfan Index</u>				
Non-fans	1	61	39	(50)
	2	84	16	(310)
	3	93	7	(358)
	4	96	4	(224)
<u>Athlete Index</u>				
Non-athletes	1	87	13	(211)
	2	89	11	(528)
Athletes	3	93	7	(203)

TABLE 5.24: THE FAVORITE ATHLETE'S RACIAL BACKGROUND

Is your favorite athlete white, black, Hispanic, Oriental, or native American?

	<u>1</u>
White	64
Black	31
Other	5

(Number of respondents) (932)

Racial Background
of Favorite Athlete

		<u>White</u>	<u>Black</u>	<u>Other</u>	<u>(Number of</u>
		<u>%</u>	<u>%</u>	<u>%</u>	<u>Respondents)</u>
<u>Age</u>					
14 - 17		60	35	5	(118)
18 - 24		50	46	4	(166)
25 - 34		60	35	5	(196)
35 - 49		65	30	6	(180)
50 - 64		71	22	7	(156)
65 and over		85	13	1	(113)
<u>Race</u>					
White		72	22	5	(778)
Black		10	89	1	(118)
Other		57	35	8	(32)
<u>Athlete Index</u>					
Non-athletes	1	71	27	2	(208)
	2	62	31	7	(524)
Athletes	3	61	36	3	(201)

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TABLE 5.25: FACTORS IN CHOOSING A FAVORITE ATHLETE

How important are each of the following factors in your choice of a favorite athlete?

	<u>Very Important</u> %	<u>Somewhat Important</u> %	<u>Not Very Important</u> %	<u>Not at All Important</u> %
Win/loss record	27	38	21	14
Physical attractiveness	16	27	24	33
Moral character	66	25	5	4
Athletic skill	79	18	1	2
Sex/Gender	12	-(27%)- 15	24	49
Race/Ethnic background	4	-(10%)- 6	21	69
Personal conduct	70	22	3	5
Religion	12	9	17	62
Personality	53	36	4	7
Professionalism	67	25	3	5
Hard hitting, aggressive player	54	32	9	5

(Number of respondents) (948)

TABLE 5.26: MORAL CHARACTER IN CHOOSING A FAVORITE ATHLETE BY AGE

Moral Character in Choosing a Favorite Athlete

<u>Age</u>	<u>Very Important</u> %	<u>Somewhat Important</u> %	<u>Not Very Important</u> %	<u>Not at All Important</u> %	<u>(Number of Respondents)</u>
14 - 17	52	41	6	1	(118)
18 - 24	52	32	8	7	(165)
25 - 34	62	30	4	5	(204)
35 - 49	67	25	2	6	(184)
50 - 64	82	12	4	2	(162)
65 and over	78	12	8	2	(121)

TABLE 5.27: RESPONSIBILITY OF ATHLETES AS ROLE MODELS

Which of the following two statements best describes your feelings:

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %	<u>Sports Doctors</u> %
A lot of people look to athletes as role models, so athletes have a responsibility to be of high moral character, or	30	42	58	56
Athletes are human like the rest of us and we shouldn't expect them to be of higher moral character than the average citizen.	64	51	37	38
Neither	1	1	1	4
Both	3	6	4	2
Don't know/No answer	2	--	--	--
(Number of respondents)	(1319)	(121)	(235)	(53)

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TABLE 5.28: PROFESSIONALISM, WIN/LOSS RECORD, AND PHYSICAL ATTRACTIVENESS IN CHOOSING A FAVORITE ATHLETE BY EDUCATION

Professionalism in Choosing a Favorite Athlete					
<u>Education</u>	<u>Very</u> <u>Important</u>	<u>Somewhat</u> <u>Important</u>	<u>Not Very</u> <u>Important</u>	<u>Not at All</u> <u>Important</u>	<u>(Number of</u> <u>Respondents)</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
8th grade or less	58	27	6	8	(121)
Some high school	66	22	7	5	(124)
High school grad	65	28	2	4	(359)
Some college	68	27	2	4	(156)
College graduate	77	20	2	2	(192)

Win/Loss Record in Choosing a Favorite Athlete					
<u>Education</u>	<u>Very</u> <u>Important</u>	<u>Somewhat</u> <u>Important</u>	<u>Not Very</u> <u>Important</u>	<u>Not at All</u> <u>Important</u>	<u>(Number of</u> <u>Respondents)</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
8th grade or less	39	23	20	18	(127)
Some high school	37	38	14	11	(123)
High school grad	26	37	23	15	(358)
Some college	20	44	22	13	(157)
College graduate	21	42	24	14	(190)

Physical Attractiveness in Choosing a Favorite Athlete					
<u>Education</u>	<u>Very</u> <u>Important</u>	<u>Somewhat</u> <u>Important</u>	<u>Not Very</u> <u>Important</u>	<u>Not at All</u> <u>Important</u>	<u>(Number of</u> <u>Respondents)</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
8th grade or less	30	26	16	27	(122)
Some high school	23	26	17	34	(123)
High school grad	14	26	23	37	(359)
Some college	12	29	28	30	(158)
College graduate	11	29	31	28	(191)

TABLE 5.29: RELIGION IN CHOOSING A FAVORITE ATHLETE BY EDUCATION, INCOME

Religion in Choosing a Favorite Athlete					
	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not at All Important</u>	<u>(Number of Respondents)</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Education</u>					
8th grade or less	23	6	15	56	(127)
Some high school	14	12	15	58	(121)
High school gradu	14	10	15	61	(355)
Some college	6	9	17	68	(156)
College graduate	7	6	23	64	(191)
<u>Income</u>					
Less than \$10,000	26	6	13	54	(155)
\$10,000 - \$14,999	14	11	22	53	(92)
\$15,000 - \$19,999	14	9	21	56	(127)
\$20,000 - \$24,999	6	8	21	66	(121)
\$25,000 - \$29,999	12	11	20	58	(112)
\$30,000 - \$39,999	11	10	17	63	(89)
\$40,000 and over	3	9	13	75	(134)

TABLE 5.30: PERSONALITY IN CHOOSING A FAVORITE ATHLETE BY EDUCATION

Personality in Choosing a Favorite Athlete					
	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not at All Important</u>	<u>(Number of Respondents)</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
<u>Education</u>					
8th grade or less	61	19	6	14	(127)
Some high school	57	35	3	4	(123)
High school grad	56	35	3	6	(357)
Some college	51	38	4	6	(157)
College graduate	43	47	4	6	(192)

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TABLE 5.31: FACTORS IN ROOTING FOR A FAVORITE TEAM

I'm going to read a list of reasons why some people choose to support one team over another. I'd like you to tell me how important these factors are to you when deciding which team you are going to root for. I'd like you to rate each one on a scale of 1 to 10, with 1 being the lowest on the importance scale, and 10 being the highest.

	<u>Average Score</u> %	<u>Percent Choosing as of Highest Importance</u> %
Overall athletic skill	7.9	32
Familiarity with the athletes	6.9	20
Place the team represents	6.8	25
Past loyalty to the team	6.8	24
The coaching	6.8	23
Overall winning history	6.1	16
The team administration	5.3	14
Racial/ethnic make-up of the team	3.1	6
(Number of respondents)	(1207)	

TABLE 5.32: RATING THE CHARACTER OF ATHLETES

Now I'd like you to rate athletes in comparison to the rest of the population on a number of characteristics. Would you say athletes rate higher than, lower than, or the same as the majority of Americans on the following characteristics:

	<u>Higher</u> %	<u>Same</u> %	<u>Lower</u> %	<u>Don't Know/ No Answer</u> %
Determination/sense of purpose	64	30	2	4
Loyalty	44	46	6	4
Friendly personality	23	59	13	5
Intelligence	18	65	13	4
Honesty	16	66	11	7
Physical attractiveness	41	52	3	4
Moral character	25	62	9	4
Overall physical condition	85	12	1	2
Courage	61	35	1	3

CHAPTER SIX

EQUAL OPPORTUNITY IN SPORTS

Issues of sexual and racial equality have long been a part of the sports world. In particular, women and blacks have had to fight for places on the playing field as they have fought for equal education, employment opportunities, and the right to vote. But more and more, women and minorities are winning acceptance as equal sports participants.

The Lite Sports Report finds that most Americans hold egalitarian attitudes toward women's participation in sports, that the public believes sports is an important area of advancement for blacks and that integrated teams help foster interracial understanding in other areas of life. The report also documents the near-equality of men's and women's participation in sports and their interest as spectators.

Women as Participants and Spectators

The number of women participating in sports has been growing rapidly. According to the Women's Sports Foundation, in 1977 only 10% of interscholastic athletes at the high school level were girls. By 1981 that figure had more than tripled, to 35%. There were no women's championship competitions at the intercollegiate level in 1971. By 1982 there were 77.¹ Figures from the United States Soccer Federation show that in 1980 there were 245

1. Christine Terp, "Power Plays in the Colleges," The Christian Science Monitor, 21 May 1981, p. 12.

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registered women's soccer teams. Only one year later, 2,448 women's teams had registered.²

Women are quite active as spectators as well. According to the Women's Sports Foundation, between 35% and 42% of major league baseball viewers are women. They make up 38% to 42% of the National Basketball Association and National Hockey League audiences. They also represent 40% to 45% of North American Soccer League fans, and 48% to 60% of the Avon Women's Tennis Tour audience.³

The results of the Lite Sports Report show that, although men still participate in a larger variety of sports and are more active as spectators, women seem to be catching up. About 58% of males say they participate in five or more different sports on a regular basis (at least once or twice a month). Thirty-seven percent (37%) of females do so. Men and women are even more similar in sports viewing. About 55% of men and 49% of women say they are generally interested in watching 5 or more different sports, from auto racing to gymnastics to weightlifting.

There are certain differences in the kinds of sports and athletic activities in which men and women most often participate and enjoy watching. For example, 25% of women, but only 2% of men, say they participate in aerobic dancing at least once a month. On the other hand, 33% of males play football or rugby at least once a month, compared with only 8% of females. The differences are not so large in other sports such as jogging, racquet sports, swimming, bicycling, skating, skiing, bowling, soccer and volleyball.

2. "More Women Playing Organized Soccer," The New York Times, 19 May 1982, p. 32.

3. Women's Sports Foundation, "Sport by Sport Growth Statistics." Fact sheet, compiled May 1980.

For men, the five most popular participatory sports or activities are swimming (54%),⁴ jogging (48%), softball or baseball (47%), calisthenics (46%), and bicycling (42%). Women's most popular activities are swimming (47%), jogging (38%), bicycling (38%), calisthenics (32%), and racquet sports and aerobic exercise (both 25%). Overall, four activities (swimming, jogging, bicycling and calisthenics) are among the five most popular for both sexes.

Women and men share an interest in watching many of the same sports. For example, about 47% of men and 41% of women enjoy baseball, 29% of women and 38% of men often watch basketball games, and 22% of women compared with 26% of men are usually or always interested in track and field events.

In some cases there are larger differences. For boxing and football, for example, there is a 28% to 29% difference between men and women. Only 15% of women, but 44% of men, say they are usually or always interested in boxing, while 41% of women and 69% of men express a high level of interest in football.

Women's interest greatly surpasses that of men in certain sports. Forty-six percent (46%) of women enjoy gymnastics, and 41% often watch ice skating. Only 20% of men are interested in gymnastics and 12% have an interest in watching ice skating events.

4. Numbers are percent participating at least once a month, in season.

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TABLE 6.1: NUMBER OF SPORTS ACTIVITIES PARTICIPATED IN BY GENDER

	Number of Sports Activities				(Number of Respondents)
	None to One <u>One</u> %	Two to Four <u>Four</u> %	Five to Eight <u>Eight</u> %	Nine or More <u>More</u> %	
<u>Gender</u>					
Male	20	22	29 -58%	29	(642)
Female	38	25	21 -37%	16	(663)

TABLE 6.2: NUMBER OF SPECTATOR SPORTS INTERESTED IN BY GENDER

	Number of Spectator Sports Interested In				(Number of Respondents)
	None to One <u>One</u> %	Two to Four <u>Four</u> %	Five to Eight <u>Eight</u> %	Nine or More <u>More</u> %	
<u>Gender</u>					
Male	22	23	27 -55%	28	(642)
Female	28	24	31 -49%	18	(663)

TABLE 6.3: PARTICIPATION IN SPORTS BY GENDER

	Participation Once a Month or More		Male-Female Percent Difference
	<u>Men</u> %	<u>Women</u> %	
Swimming	54	47	7
Calisthenics	46	32	14
Jogging	48	38	9
Bicycling	42	38	4
Softball/baseball	47	22	25
Bowling	25	20	5
Weightlifting	37	10	27
Basketball	34	15	20
Football/rugby	33	8	25
Tennis, racquet sports	30	25	4
Pool	32	14	19
Boating	28	22	6
Aerobic dancing	2	25	- 23
Table tennis	21	14	6
Volleyball	19	16	2
Skiing	17	10	6
Golf	18	8	10
Gymnastics	5	10	- 5
Soccer	12	6	6
Handball	6	3	3
Wrestling	8	3	5
Horseback riding	9	8	1
Archery	8	3	6
Fencing	2	2	-
Lacrosse	2	1	1
Hockey	6	1	4
Other team sports	8	4	4

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TABLE 6.4: INTEREST IN SPECTATOR SPORTS BY GENDER

	Always or Usually Interested in Sports Events		Male-Female Percent Difference
	Male %	Female %	
Football	69	41	28
Baseball	47	41	6
Basketball	38	29	8
Boxing	44	15	29
Gymnastics	21	46	-25
Swimming/diving	21	36	-14
Ice skating	12	41	-29
Horse racing	16	28	-12
Tennis	25	27	-2
Track and field	26	22	4
Skiing	21	28	-7
Auto racing	25	16	10
Marathon	17	22	-5
Professional wrestling	18	13	5
Bowling	14	21	-7
Golf	16	14	2
Surfing	9	19	-10
Weightlifting	21	9	12
Amateur wrestling	17	10	7
Boating	14	13	1
Soccer	13	12	--
Hockey	15	8	7
Jai-alai	3	4	-1
Lacrosse	4	2	2

Participation of Children

The increased participation by women in sports may have stimulated Americans' egalitarian attitudes regarding boys' and girls' involvement. Clear majorities believe it is important for both boys and girls to participate in sports at some point while they are growing up--86% say it is important for girls and 95% say it is important for boys. Sports journalists, coaches and sports doctors almost unanimously agree that both boys and girls benefit from participation in sports activity. Americans in the middle-age range (especially 25 to 49 years' blacks, those in large cities, and those with higher incomes, are especially likely to feel the importance of girls' participation. There are no differences between men and women on this question.

This egalitarian attitude holds with regards to a grown child's participation in professional sports. A substantial majority (88%) of all Americans would be happy if their daughters became professional athletes, and 93% would be happy if their sons played professional sports. Young people and blacks would be especially supportive of their daughters choosing professional careers in sports.

Respondents also were asked to comment on the adequacy of funding for boys' and girls' athletics at the high school level. Most Americans believe the current funding of athletic programs both for boys (52%) and girls (48%) is adequate. However, about one-third (32%) of all Americans aged 14 and older believe that girls' athletic programs should be allotted a higher budget, compared with 24% who say this about boys' athletics.

In the past it may have been common for fathers and sons to play sports together. But today, most parents⁵ participate in sports

5. For this question, "parents" are all those with at least one son and one daughter three to 18 years old.

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with their sons and daughters almost equally, and most take both sons and daughters to sports events. The survey results reveal that although 25% of parents say they are more likely to play sports with their sons, 60% say they participate equally with sons and daughters; 8% do so more frequently with daughters. Furthermore, 61% take both sons and daughters to sports events, while 19% mainly take sons and 11% take their daughters. There are no consistent demographic differences on these questions.

It is not only the father who is taking the children to sports events. In 12% of families the children most often go to sporting events with their mother, in 12% they go most often with their father, and 44% of respondents say both parents take the children to sporting events.

TABLE 6.5: IMPORTANCE OF GIRLS' AND BOYS' PARTICIPATION IN SPORTS

How important is it that girls participate in sports at some point while they are growing up?

	<u>General Public</u> %		<u>Sports Journalists</u> %	<u>Coaches</u> %	<u>Sports Doctors</u> %
Very important	46	86%	50	73	83
Somewhat important	40		44	26	17
Not too important	10		6	1	--
Not at all important	3				
Don't know/No answer	1		--	--	--
(Number of respondents)	(1319)		(121)	(235)	(53)

How important is it that boys participate in sports at some point while they are growing up?

	<u>General Public</u> %		<u>Sports Journalists</u> %	<u>Coaches</u> %	<u>Sports Doctors</u> %
Very important	61	95%	65	83	89
Somewhat important	34		32	17	11
Not too important	4		3	--	--
Not at all important	1		--	--	--
Don't know/No answer	--		--	--	--
(Number of respondents)	(1319)		(121)	(235)	(53)

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TABLE 6.6: IMPORTANCE OF GIRLS' PARTICIPATION IN SPORTS BY DEMOGRAPHIC VARIABLES

Importance of Girls' Participation in Sports					
	Very Important %	Somewhat Important %	Not Too Important %	Not at All Important %	(Number of Respondents)
<u>Gender</u>					
Male	44	42	10	3	(640)
Female	48	38	11	3	(657)
<u>Age</u>					
14 - 17	46	41	12	1	(142)
18 - 24	48	40	10	2	(198)
25 - 34	50	38	9	2	(252)
35 - 49	55	33	9	2	(254)
50 - 64	43	42	11	4	(254)
65 and over	35	46	13	6	(205)
<u>Race</u>					
White	45	41	11	2	(1103)
Black	55	31	8	6	(160)
Other	51	35	12	2	(41)
<u>Income</u>					
Less than \$10,000	43	37	14	5	(253)
\$10,000 - \$14,999	46	40	11	3	(139)
\$15,000 - \$19,999	46	42	10	3	(169)
\$20,000 - \$24,999	47	41	9	2	(149)
\$25,000 - \$29,999	50	38	10	2	(136)
\$30,000 - \$39,999	53	39	5	2	(115)
\$40,000 and over	49	38	10	2	(169)
<u>Population Density</u>					
Over 1 million	52	33	13	2	(138)
100,001 to 1,000,000	48	40	10	2	(212)
25,001 to 100,000	52	37	8	2	(288)
2,500 to 25,000	44	44	11	2	(305)
Under 2,500	34	46	13	7	(236)

TABLE 6.7: ATTITUDES TOWARD A DAUGHTER OR SON BECOMING A PROFESSIONAL ATHLETE

How happy would you be if you had a daughter who became a professional athlete?

	<u>1</u>	
Very happy	60	88%
Somewhat happy	28	
Somewhat unhappy	6	
Very unhappy	2	
It depends	3	
Don't know/No answer	1	
(Number of respondents)	(1319)	

How happy would you be if you had a son who became a professional athlete?

	<u>1</u>	
Very happy	70	93%
Somewhat happy	23	
Somewhat unhappy	3	
Very unhappy	1	
It depends	2	
Don't know/No answer	1	
(Number of respondents)	(1319)	

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**TABLE 6.8: ON A DAUGHTER BECOMING A PROFESSIONAL ATHLETE
BY AGE AND RACE**

	<u>Very Happy</u> %	<u>Somewhat Happy</u> %	<u>Somewhat Unhappy</u> %	<u>Very Unhappy</u> %	<u>It Depends</u> %	<u>(Number of Respondents)</u>
<u>Age</u>						
14 - 17	63	34	2	1	1	(142)
18 - 24	71	23	1	2	3	(199)
25 - 34	68	27	2	1	3	(252)
35 - 49	64	24	8	2	2	(254)
50 - 64	52	33	10	1	4	(247)
65 and over	49	29	11	3	7	(205)
<u>Race</u>						
White	59	29	6	2	4	(1095)
Black	71	20	6	2	1	(162)
Other	63	33	2	--	1	(42)

TABLE 6.9: FUNDING FOR GIRLS' AND BOYS' ATHLETIC PROGRAMS

Assuming the total level of spending had to remain the same, please tell me which school programs you feel should have decreased funds, which should stay as they are, and which you feel should have additional funding.

	<u>Less Funding</u> %	<u>Same Funding</u> %	<u>More Funding</u> %	<u>Don't Know/ No Answer</u> %
Boys' athletic programs	22	52	24	2
Girls' athletic programs	17	48	32	3
(Number of respondents)	(1319)			

TABLE 6.10: PARENTS' PARTICIPATION IN SPORTING ACTIVITIES AND EVENTS WITH BOYS AND GIRLS

Do you or your spouse participate in sports and physical activity more with your sons, your daughters, or both about equally?

	<u>%</u>
Sons	25
Daughters	8
Both	60
Neither/Doesn't participate	7
(Number of Respondents)	(174)

When you or your spouse attend a sports event, are you more likely to take your sons, your daughters, neither, or both?

	<u>%</u>
Sons	19
Daughters	11
Neither	9
Both	61
(Number of Respondents)	(169)

TABLE 6.11: WHO GOES WITH THE CHILDREN?

In your family, do the children most often go to sports events with their mother, their father, both, or with other friends?

	<u>%</u>
Mother	12
Father	12
Both mother and father	44
Relatives	4
Friends	20
Others	2
Children don't attend sports events	6
(Number of respondents)	(371)

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Comparative Interest in Men's and Women's Sports

One measure of the public's acceptance of women's organized sports, whether on professional or amateur levels, is its interest in watching women compete. Some have argued that men's competition is more exciting, that when a male runner wins he is the fastest in the world, but when a woman wins she is only the fastest among women. Others, however, agree with Simone de Beauvoir:

... in sports the end in view is not success independent of physical equipment; it is rather the attainment of perfection within the limitations of each physical type; the featherweight boxing champion is as much of a champion as is the heavyweight; the woman skiing champion is not the inferior of the faster male champion; they belong to two different classes.⁶

As part of The Miller Lite Report On American Attitudes Toward Sports, men's and women's competitive contests were compared according to both interest and excitement. Although about one-quarter (22%) of all Americans say they are most interested in men's competitions and only 5% are most interested in women's competitions, a clear majority (70%) say they are interested equally in both. Similarly, 37% believe men's events are the most exciting and 6% say women's events are, but about half (53%) say they find men's and women's competitions equally exciting. Women are especially likely to say they find both men's and women's events equally interesting and exciting, while men often favor men's competitions.

6. De Beauvoir, Simone, The Second Sex (New York: Bantam Books, 1952).

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Americans who watch sports in person and on television are particularly likely to find men's sports more interesting and exciting than women's sports. One out of every three sports fans (33%) is more interested in men's sports, compared with only one out of 10 non-fans. And almost half of all fans (45%) believe that men's competitions are more exciting, compared with only 21% of non-fans. Sports participants do not differ from non-participants on this question.

TABLE 6.12: WOMEN'S AND MEN'S SPORTS: INTEREST AND EXCITEMENT IN EACH

In certain sports, such as gymnastics, track and field, tennis and golf, both women and men compete. In general, which competition are you more interested in--men's competition, women's competition, or both about equally.

	<u>%</u>
Men's competition	22
Women's competition	5
Both	70
It depends/ It varies from sport to sport	1
Don't know/No answer	2
(Number of respondents)	(1242)

In general, which do you find to be the most exciting--men's competition, women's competition, or both about equally?

	<u>%</u>
Men's competition	37
Women's competition	6
Both	53
It depends/ It varies from sport to sport	3
Don't know/No answer	1
(Number of respondents)	(1267)

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TABLE 6.13: INTEREST AND EXCITEMENT IN WOMEN'S AND MEN'S SPORTS BY GENDER

More Interest in Men's or Women's Competition						
	<u>Men's Competition</u>	<u>Women's Competition</u>	<u>Both</u>	<u>It Depends</u>	<u>(Number of Respondents)</u>	
	%	%	%	%		
<u>Gender</u>						
Male	33	2	63	2	(616)	
Female	13	7	80	--	(617)	
<u>Sportsfan Index</u>						
Non-fans	1	11	6	82	--	(85)
	2	17	6	76	1	(474)
	3	25	4	69	1	(441)
Fans	4	33	4	62	2	(246)

More Excitement in Men's or Women's Competition						
	<u>Men's Competition</u> %	<u>Women's Competition</u> %	<u>Both</u> %	<u>It Depends</u> %	<u>(Number of Respondents)</u>	
<u>Gender</u>						
Male	45	7	45	4	(617)	
Female	30	6	62	2	(619)	
<u>Sportsfan Index</u>						
Non-fans	1	21	9	68	2	(88)
	2	31	4	62	2	(474)
	3	42	7	47	4	(443)
Fans	4	45	8	43	4	(243)

Equal Media Coverage, Equal Pay, Equal Respect

Sports coverage is important not only in the actual reporting of sports news and events, but also for the media's ability to encourage interest in lesser known events and athletes. Both functions are especially important when women's sporting events are involved.

Many Americans are dissatisfied with the coverage given to men's and women's events in newspapers and on television. Specifically, 42% are dissatisfied with the newspaper coverage given to men's or women's events, and 41% believe that men's or women's events do not receive adequate coverage on television. The survey demonstrates quite clearly that it is the coverage of women's sports with which the public is most dissatisfied.

Among those 42% of Americans who believe that men's and women's sports events are not adequately covered in newspapers, 84% say it is the women's events that are inadequately represented; only 3% say men's sports are not sufficiently covered, and 6% say both. Similarly, of those who believe television coverage is inadequate, 86% believe women's events do not receive enough coverage. Only 2% say men's sports should receive more attention from television; 8% say both.

Perhaps the one area where professional women athletes have fought the hardest for recognition is in the area of equal pay. The American public shows almost unanimous support for equal prize money for female and male athletes. Ninety-two percent (92%) say that men and women should be paid equally, while only 5% say men should receive more money. Support for equal prize money cuts across all age, education, income, gender, city size and racial categories.

Finally, while sports is one area where men have been able to prove their masculinity, women athletes have had to defend themselves against charges that they are not "real women." This

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attitude may be changing. An overwhelming majority (84%) of the American public say that participation in sports does not diminish a woman's femininity; 10% feel it does, and 3% say "it depends." Better educated people and those with higher incomes are more likely than the less-educated and those with lower incomes to think that a woman's femininity is not diminished by her participation in sports. Blacks are more likely than whites to disagree--18% of blacks feel a woman's femininity is affected, compared with 9% of whites.

Coaches, sports doctors, and sports writers and broadcasters also responded to this, and a related question. About three-quarters (72%) of writers/broadcasters, 60% of coaches, and 49% of doctors say sports participation has no effect on a woman's femininity. However, a surprising 22% of writers/broadcasters, 37% of coaches, and 45% of doctors say participation actually makes a woman more feminine.

The sports professionals also gave their opinion on the effect of sports on a man's masculinity. In this case, a little more than half believe participation enhances a man's masculinity: 45% of sports journalists, 50% of coaches, and 70% of sports doctors respond this way.

**TABLE 6.14: COVERAGE OF WOMENS' AND MEN'S SPORTS IN
NEWSPAPERS AND TELEVISION**

Do you believe that women's and men's sports events each receive adequate coverage in the newspapers?

	<u>%</u>
Yes	51
No	42
Don't know/No answer	7
(Number of respondents)	(1319)

If no, in your opinion, which does not receive adequate coverage in the newspapers? Men's sports, women's sports, or both?

	<u>%</u>
Men's sports	3
Women's sports	84
Both	6
Don't know/No answer	7
(Number of respondents)	(622)

Do you believe women's and men's sports events each receive adequate coverage on television?

	<u>%</u>
Yes	55
No	41
Don't know/No answer	4
(Number of respondents)	(1319)

If no, in your opinion, which does not receive adequate television coverage? Men's sports, women's sports, or both?

	<u>%</u>
Men's sports	2
Women's sports	86
Both	8
Don't know	4
(Number of respondents)	(602)

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TABLE 6.15: EQUAL PAY FOR WOMEN AND MEN ATHLETES

In your opinion, should male and female champions in the same sports, like golf and tennis, receive equal prize money, should men make more, or should women make more?

	<u>%</u>
Equal prize money	92
Men should make more	5
Women should make more	1
It depends	1
Don't know/No answer	1
(Number of respondents)	(1319)

TABLE 6.16: FEMININITY OF WOMEN ATHLETES

In your opinion, does participation in sports diminish a woman's femininity?

	<u>General Public</u> %
Yes	10
No	84
It depends	3
(Number of respondents)	(1319)

TABLE 6.17: FEMININITY OF WOMEN ATHLETES BY RACE, EDUCATION, INCOME

	Participation in Sports Diminishes a Woman's Femininity -----			(Number of Respondents)
	<u>Yes</u> %	<u>No</u> %	<u>Depends</u> %	
<u>Race</u>				
White	9	88	3	(1073)
Black	18	79	3	(154)
Other	8	90	2	(42)
<u>Education</u>				
8th grade or less	18	82	--	(192)
Some high school	11	87	2	(155)
High school graduate	10	86	4	(482)
Some college	8	89	3	(194)
College graduate	5	92	4	(248)
<u>Income</u>				
Less than \$10,000	22	77	1	(238)
\$10,000 - \$14,999	8	89	3	(139)
\$15,000 - \$19,999	7	89	4	(168)
\$20,000 - \$24,999	7	90	3	(148)
\$25,000 - \$29,999	6	92	2	(135)
\$30,000 - \$39,999	8	90	3	(115)
\$40,000 and over	4	92	4	(165)

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TABLE 6.18: FEMININITY AND MASCULINITY IN SPORTS: LEADERSHIP GROUPS

In your opinion, does participation in sports diminish or enhance a woman's masculinity, or does it have no effect?

	<u>Sports Journalists</u> %	<u>Coaches</u> %	<u>Sports Doctors</u> %
Diminish	6	3	4
Enhance	22	37	45
No effect	72	60	49
Don't know/No answer	--	--	2
(Number of respondents)	(120)	(233)	(53)

In your opinion, does participation in sports diminish or enhance a man's masculinity, or does it have no effect?

	<u>Sports Journalists</u> %	<u>Coaches</u> %	<u>Sports Doctors</u> %
Diminish	2	--	--
Enhance	45	50	70
No effect	53	50	30
(Number of respondents)	(120)	(234)	(53)

Blacks and Sports

Black Americans' involvement in sports is as old as sport in America. However, April 15, 1947 began a new chapter in the history of blacks' participation. On that date Jackie Robinson became the first black American to play in baseball's formerly all-white major leagues. Since that time, blacks have steadily increased their numbers in professional sports, but their progress has not been without setbacks. Racial barriers are difficult to break, and in many sports they are still standing. There are very few black coaches or administrators with decision-making powers, relatively few black hockey or tennis players, and virtually no blacks at all in auto racing.

Paradoxically, sports may be a leading area of advancement for young blacks, a stepping stone to the good life, or it may present an unrealistic, unattainable dream world. But sports may also provide opportunities for blacks and whites to interact, both on the playing fields, in the stands, and through a common interest in the sports themselves.

The Lite Sports Report reveals that about half (51%) of Americans 14 and older believe that the presence of whites, blacks and other minorities on sports teams helps integration and reduces tensions in other areas of life. An almost equal proportion of blacks and whites feel this way, as do an equal number of men and women, fans and non-fans, sports participants and non-participants.

However, a high income and educational level appear to affect a person's attitude in this regard. Only 30% of those who did not attend high school believe integration on sports teams helps foster integration in other areas of life, compared with about half (52%) of high school graduates and three quarters (75%) of those who have graduated from college. Also, while 63% of Americans with a household income of \$40,000 or more agree that integration in the sports world encourages integration in other

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areas, only 42% of those with incomes less than \$10,000 agree.

Sports professionals, even more often than the public, believe that integration in sports helps integration in the larger society. Seventy-one percent (71%) of journalists and 77% of coaches say this is true.

Because blacks are a very visible and well-respected presence on many sports teams and in individual events, sports is one profession which many young blacks aspire to. A majority (66%) of Americans believe there are more opportunities in sports (than in other fields) for the social advancement of blacks and other minorities. Older Americans are much more likely than the young to agree with this (60% of 14-17 year olds vs. 83% of those 65 and over). Blacks and whites are equally likely to agree that sports is a major road to social advancement for blacks, but blacks are more adamant in this belief - 45% of blacks, but only 31% of whites, strongly agree that this is true.

Furthermore, 80% of non-participants, but 62% of those who participate in many sports agree. The differences between fans and non-fans in their responses to this question are less pronounced.

Sports journalists and coaches agree with the public on this issue. Sixty-five percent (65%) of journalists and commentators, and 72% of coaches believe there are more opportunities for blacks in sports than in other areas.

To explore this issue further, respondents were asked which of two statements they most agree with - that "young blacks spend too much time on sports to the exclusion of other possible opportunities for advancement," or that "athletics is one of the best ways for blacks to advance their social status." A slight plurality of 43% choose the second statement, reconfirming the notion that many believe sports is an area where blacks can and do advance. A significant minority (36%), however, believe that young blacks spend too much time on sports.

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Blacks are no more likely than whites, and fans are no more likely than non-fans, to choose one statement over the other. However, people who live in small towns and rural areas, and those with relatively low levels of education, are especially likely to say they think that sports is the best avenue for blacks' advancement. Finally, sports journalists are more likely than coaches (53% vs. 41%), and significantly more likely than the general public, to say that young blacks spend too much time on sports.

Other studies have shown that sports journalists may be right. Only 2 percent of all college athletes continue their careers in the leagues in football, basketball or baseball. Of those professional athletes who are black, 60 percent are out of the league within three or four years.⁷

Perhaps the most interesting results appear in response to a question that deals directly with the issue of racism. A bare majority (52%) disagree that sports is free of racism, while 43% agree. Blacks are as likely as whites to disagree, although the opinions of blacks on this issue seem to be more strongly held than those of whites. Thirty percent (30%) of blacks, but only 17% of whites, strongly disagree that sports is free of racism. Fifty-seven percent (57%) of non-fans, but only 40% of fans, believe sports is free of racism. Coaches, and to an even greater degree sports journalists, are more skeptical than the public. Fully 85% of writers and commentators and 64% of coaches believe racism is still present in the sports world today.

7. Ira Berkow, "College Factories and Their Output," The New York Times, 18 January 1983, p. D25.

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TABLE 6.19: SPORTS' EFFECT ON RACIAL INTEGRATION

Do you think that the presence of whites, blacks and other minorities on sports teams helps, hurts, or has no effect on integration and reduction of racial tensions in other areas of life?

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %
Helps	51	71	77
Hurts	4	--	1
Has no effect	40	29	22
Don't know/No answer	5	--	--
(Number of respondents)	(1319)	(121)	(235)

Sports' Effect on Racial Integration

	<u>Helps</u> %	<u>Hurts</u> %	<u>No Effect</u> %	<u>(Number of Respondents)</u>
<u>Gender</u>				
Male	54	2	43	(618)
Female	54	5	41	(621)
<u>Race</u>				
White	54	3	42	(1051)
Black	51	6	41	(154)
Other	36	10	54	(41)
<u>Education</u>				
8th grade or less	30	9	60	(201)
Some high school	43	8	50	(143)
High school graduate	52	3	44	(469)
Some college	62	2	36	(190)
College graduate	75	1	24	(245)
<u>Income</u>				
Less than \$10,000	42	9	47	(232)
\$10,000 - \$14,999	54	8	38	(136)
\$15,000 - \$19,999	50	2	47	(162)
\$20,000 - \$24,999	59	1	39	(147)
\$25,000 - \$29,999	57	3	39	(133)
\$30,000 - \$39,999	63	1	36	(115)
\$40,000 and over	63	1	36	(168)

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TABLE 6.20: OPPORTUNITIES IN SPORTS FOR BLACKS

There are more opportunities in sports than in any other field for the social advancement of blacks and other minorities.

	<u>General Public</u> %		<u>Sports Journalists</u> %		<u>Coaches</u> %	
Strongly agree	31	66%	25	65%	40	75%
Somewhat agree	35		40		32	
Somewhat disagree	17		15		17	
Strongly disagree	11		20		11	
Don't know/No answer	6		--		--	
(Number of respondents)	(1319)		(118)		(226)	

More Opportunities for Blacks in Sports

	<u>Strongly Agree</u> %	<u>Somewhat Agree</u> %	<u>Somewhat Disagree</u> %	<u>Strongly Disagree</u> %	<u>(Number of Respondents)</u>
<u>Age</u>					
14 - 17	16	-(60%)- 44	27	12	(133)
18 - 24	25	35	25	15	(194)
25 - 34	27	32	25	15	(246)
35 - 49	31	37	18	14	(239)
50 - 64	45	39	8	8	(242)
65 and over	46	-(83%)- 37	11	6	(185)
<u>Race</u>					
White	31	39	19	11	(1046)
Black	45	25	14	16	(153)
Other	35	22	19	23	(40)
<u>Athlete Index</u>					
Non-athletes 1	42	-80%- 38	11	8	(347)
2	30	37	21	12	(665)
Athletes 3	26	-62%- 36	23	15	(231)

Equal Opportunity

TABLE 6.21: USEFULNESS OF SPORTS IN ADVANCING SOCIAL STATUS OF BLACKS

Which of the following statements would you most agree with?

	<u>General Public</u> %	<u>Sports Journalists</u> %	<u>Coaches</u> %
Young blacks spend too much time on sports, to the exclusion of other possible opportunities for advancement, or	36	53	41
Athletics is one of the best ways for blacks to advance their social status.	43	31	44
Neither	8	9	11
Both	4	7	4
Don't know/No answer	9	--	--
(Number of respondents)	(1319)	(118)	(221)

Usefulness of Sports in Advancing Blacks

<u>Race</u>	<u>Young Blacks Spend Too Much Time on Sports</u> %	<u>Athletics Good Way to Advance Blacks' Social Status</u> %	<u>Neither</u> %	<u>Both</u> %	<u>(Number of Respondents)</u>
White	39	47	10	5	(998)
Black	41	52	5	3	(151)
Other	38	59	10	2	(41)
<u>Education</u>					
8th grade or less	38	57	5	0	(180)
Some high school	34	58	7	1	(141)
High school graduate	40	49	7	4	(449)
Some college	40	42	12	6	(184)
College graduate	42	38	13	8	(236)
<u>Population Density</u>					
Over 1 million	50	37	9	4	(133)
100,001 to 1,000,000	44	45	8	7	(202)
25,001 to 100,000	43	46	8	3	(254)
2,500 to 25,000	31	52	12	4	(281)
Under 2,500	37	53	6	3	(214)

TABLE 6.22: IS SPORT FREE OF RACISM?

Sport is free of racism.

	<u>General Public</u> %		<u>Sports Journalists</u> %		<u>Coaches</u> %	
Strongly agree	17	43%	6	15%	15	36%
Somewhat agree	26		9		21	
Somewhat disagree	34	52%	41	85%	36	64%
Strongly disagree	18		44		28	
Don't know/no answer	5		--		--	
(Number of respondents)	(1319)		(119)		(233)	

Sport Free of Racism

	<u>Strongly Agree</u> %	<u>Somewhat Agree</u> %	<u>Somewhat Disagree</u> %	<u>Strongly Disagree</u> %	<u>(Number of Respondents)</u>
<u>Race</u>					
White	17	28	38	17	(1049)
Black	24	21	25	30	(155)
Other	20	27	30	23	(41)
<u>Education</u>					
8th grade or less	30	32	20	18	(206)
Some high school	24	28	31	17	(154)
High school graduate	18	27	36	18	(462)
Some college	14	21	48	17	(184)
College graduate	7	28	42	23	(240)
<u>Sportsfan Index</u>					
Non-fans	1	23 -57%-	34	32	11 (128)
	2	17	29	35	20 (446)
	3	18	28	37	18 (435)
Fans	4	18 -40%-	22	37	23 (240)

METHODOLOGY

A multi-stage research design was used in conducting this study of American attitudes toward sports. The first phase consisted of qualitative and background research undertaken to generate hypotheses and develop topic areas for the second phase. In the second phase, surveys were conducted among four populations: the general public; coaches at high school, college, amateur and professional levels; sportswriters and broadcasters; and sports doctors. The third phase was devoted to data analysis.

PHASE I: QUALITATIVE AND BACKGROUND RESEARCH

Phase I consisted of a review of past and current research on sports attitudes and practices, and the methodology of exploring sports-related issues.

Advisory Panel

To provide input and guidance to the study, a panel was formed of nationally known experts on sports and related issues. This group was consulted during all phases of the study. The advisory panel was particularly helpful in the questionnaire construction phase, in the phrasing of sensitive questions, and in ensuring that the questionnaire and final report are both comprehensive and non-biased. The completed report reflects contributions from all advisors. A list of the members of the advisory panel can be found at the front of the report.

PHASE II: QUANTITATIVE SURVEYS

Data Collection - General Public

Fifty trained interviewers conducted phone interviews for a period of 4 weeks, from October 1 to October 30, 1982. The interviews were conducted on weekdays and on weekends, between the hours of 10:00 a.m. and 11:00 p.m. The interviews took an average of 45 minutes to complete.

Methodology

Briefings were held before each daily interviewing session to discuss the data collection process. Interviewers were urged to ask questions at any time throughout the interviewing period. Supervisors audited each interviewer periodically in order to ensure accuracy and to prevent bias.

In order to ensure that the respondents interviewed represented a random sample of the total U.S. population, at least four call-backs were made to each telephone number that had neither yielded a complete interview nor been disqualified. A final response rate of 62% was obtained. The components of the response rate are listed below.

GENERAL PUBLIC RESPONSE RATE

<u>Completed Interviews</u>	<u>1139</u>	(62%)
<u>Non-Response</u>	<u>709</u>	(38%)
Refusals	505	
Terminated interviews	44	
Call-backs	160	
<u>Total Potential Respondents</u>	<u>1848</u>	(100%)
<u>Excluded from Sample</u>	<u>1755</u>	
Disconnected	129	
Never answered	778	
Always busy	110	
Business/Government	474	
Deaf/Language problem	121	
Not qualified	143	
<u>Total Number of Calls</u>	<u>3603</u>	

Data Collection - Teenager Oversample

An identical questionnaire was administered to an oversample of young Americans aged 14-17 and to blacks of all ages. Interviews were conducted from October 18 to November 1, 1982. The response rate components for this group follow.

OVERSAMPLE RESPONSE RATE

<u>Completed Interviews</u>	<u>209</u>	(88%)
<u>Non-Response</u>	<u>28</u>	(12%)
Refusals	18	
Terminated interviews	3	
Call-backs	7	
<u>Total Potential Respondents</u>	<u>237</u>	(100%)
<u>Excluded from Sample</u>	<u>3534</u>	
Disconnected	698	
Never answered	524	
Always busy	38	
Business/Government	227	
Deaf/Language problem	30	
Not qualified	2017	
<u>Total Number of Calls</u>	<u>3771</u>	

Data Collection - Sports Professional Samples

A separate questionnaire was administered to coaches, sports writers and broadcasters. Doctors were given a third questionnaire which included many of the same questions, but was supplemented by questions they alone were asked. The samples were chosen as follows. Professional coaches were reached through their team home offices. A partial list of professional sports coaches was developed from the latest World Almanac, and supple-

Methodology

mented by information gathered from the Encyclopaedia of Associations. Lists of college and high school coaches, and doctors specializing in sports medicine were purchased from Alvin B. Zeller, Inc., one of the largest list brokerage firms. Lists of sports writers and broadcasters were purchased from Fred Wolf, Inc. Amateur coaches were identified with the help of the United States Olympic Committee. The governing bodies of the various amateur sports were contacted and lists of coaches were obtained from each.

The interviewing took place on weekdays, from November 4 to December 1, 1982, between 10:00 a.m. and 5:30 p.m. Each interview lasted approximately 15 minutes. The components of the sports leadership response rates follow.

SPORTS PROFESSIONAL RESPONSE RATES

	Broadcasters					
	<u>Columnists</u>		<u>Coaches</u>		<u>Doctors</u>	
<u>Completed Interview</u>	<u>122</u>	(98%)	<u>235</u>	(56%)	<u>53</u>	(54%)
<u>Non-Response</u>	<u>2</u>	(2%)	<u>182</u>	(44%)	<u>48</u>	(46%)
Refusals	0		13		14	
Terminated interviews	0		0		0	
Call-backs	2		169		31	
<u>Total Potential</u>						
<u>Respondents</u>	<u>124</u>	(100%)	<u>417</u>	(100%)	<u>98</u>	(100%)
<u>Excluded from Sample</u>	<u>28</u>		<u>248</u>		<u>177</u>	
Disconnected	1		37		79	
Never answered	6		108		23	
Always busy	0		15		0	
Business/Government	0		0		0	
Deaf/Language problem	0		0		0	
Not qualified	21		88		75	
<u>Total Number of Calls</u>	<u>152</u>		<u>665</u>		<u>275</u>	

PHASE III: DATA ANALYSISWeighting: General Public

In order to make valid projections to the entire population of the United States, the sample should match the total U.S. population on key demographic variables.¹ Due to sampling fluctuations, it was necessary to weight the data to match Census figures on four characteristics: age, race, gender and education. The overall success of the weighting can be judged from the accompanying table. The final weighted sample matches Census figures very closely.

The weighting produced a total weighted sample size of 1319. In this report, unless otherwise noted, all figures for the general public were obtained from weighted data. The sports professional samples were not weighted on demographic characteristics.

DISTRIBUTION OF GENERAL PUBLIC SAMPLE ON KEY DEMOGRAPHIC
VARIABLES

	<u>Unweighted</u>	<u>Weighted</u>	<u>Census</u>
	<u>%</u>	<u>%</u>	<u>%</u>
<u>Education</u>			
Eighth grade or less	5.4	16.9	17.5
Some high school	16.9	12.0	13.9
High school graduate	33.2	37.2	36.8
Some college	21.5	14.7	14.8
College graduate	23.1	19.1	17.0

1. U.S. Bureau of the Census, Statistical Abstract of the United States: 1981 (Washington, D.C.: Government Printing Office, 1981).

Methodology

DISTRIBUTION OF GENERAL PUBLIC SAMPLE ON KEY DEMOGRAPHIC VARIABLES (continued)

	<u>Unweighted</u>	<u>Weighted</u>	<u>Census</u>
	<u>%</u>	<u>%</u>	<u>%</u>
<u>Age</u>			
14 - 17	12.0	10.9	9.0
18 - 24	14.1	15.2	16.9
25 - 34	25.2	19.3	20.8
35 - 49	22.7	19.4	20.5
50 - 64	15.7	19.4	18.6
65 and over	10.2	15.9	14.2
<u>Race</u>			
White	81.4	84.5	83.2
Black	15.4	12.3	11.7
Other	3.2	3.2	5.1
<u>Gender</u>			
Male	43.7	49.2	49.0
Female	56.3	50.8	51.0

Sampling Distribution

Data collection techniques ensured that the randomness of the telephone number selection process was maintained. The random selection process is necessary to enable application of probability theory to measure the sampling error for percentages reported in this study.

The normal approximation of the 95% confidence limits for the dichotomized percentage results of the sample may be computed as follows:

$$\text{Sample Confidence Limits} = p \pm \left[1.96 \sqrt{\frac{p(1-p)}{(n-1)}} + \frac{1}{2n} \right]$$

where p is the percentage result divided by 100, and n is the sample size, excluding missing data.

A table of the estimated sampling error for binomial percentage at the 95% confidence level is reproduced below.

ESTIMATED SAMPLING ERROR FOR BINOMIAL RESPONSES

Sample Size	<u>95% Confidence Level</u>				
	<u>50/50</u>	<u>60/40</u>	<u>70/30</u>	<u>80/20</u>	<u>90/10</u>
100	10.0	9.8	9.2	8.0	6.0
200	7.1	6.9	6.5	5.7	4.2
300	5.8	5.7	5.3	4.6	3.5
400	5.0	4.9	4.6	4.0	3.0
500	4.5	4.4	4.1	3.6	2.7
600	4.1	4.0	3.7	3.3	2.4
700	3.8	3.7	3.5	3.0	2.3
800	3.5	3.5	3.2	2.8	2.1
900	3.3	3.3	3.1	2.7	2.0
1,000	3.2	3.1	2.9	2.5	1.9
1,500	2.5	2.5	2.3	2.0	1.5
2,000	2.2	2.1	2.0	1.8	1.3

Statistical Analysis

The bulk of analyses reported in the text are illustrated with cross tabulation data. Relationships between variables were confirmed by reference to the Chi Square and Pearson's R Statistics, where applicable.

Scale Construction

The Sportsfan Index was created from a list of seven activities:

- * Watch sports on television
- * Listen to sports on the radio
- * Read the sports pages of your newspaper
- * Watch or listen to sports news on TV or radio
- * Read books on sports and athletes
- * Read magazines on sports and athletes
- * Talk about sports with your friends

Methodology

Respondents were asked how frequently they participate in each activity. They were given one point for every activity they engage in weekly, and four points for every daily activity. The points were then totalled for an overall score. Non-fans are those who do none of the seven activities, avid fans are those who scored 14 or more points on the scale, and moderate fans scored between one and 13 points.

The Athlete Index was created in a similar fashion, but from a list of 29 participatory sports. Respondents were given one point for weekly participation in a sport and four points for "daily or almost daily" participation. Athletes are those Americans who scored 12 or higher on the scale, and non-athletes are those who do not participate in sports activities on a regular basis. The remainder, moderate athletes, are in the middle category.

Demographics on Sports Leaders

Coaches: Eighty-five percent of the coaches are male, 15% are female. Eighty percent (80%) are head coaches, 20% are assistant coaches. Most (48%) coach both men and women, 39% coach only men, and 12% coach only women.

Sports Journalists: Ninety-seven percent (97%) of the sports journalists in the sample are male, 3% are female. Forty-five percent (45%) are primarily sportscasters, 35% are writers, and 20% are both. Of those who deal with the print media, 69% write for newspapers, 6% for magazines, 6% for both, and 19% write for other forms of media. Three-quarters of the sportscasters (77%) work for radio, 14% are television sportscasters, and 9% work with both media.

Sports doctors: Ninety-two percent (92%) of the sports doctors are male, 8% are female.

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GENERAL PUBLIC QUESTIONNAIRE

General Public Questionnaire

LITE SPORTS STUDY

Hello, my name is _____

[IF A CHILD ANSWERS THE PHONE, ASK:] Is there someone home who is 15 or older?

I'm calling from Research & Forecasts, Inc., a New York based public opinion research firm. We are conducting an important nationwide survey on American leisure time activities and values. Your answers to the following questions will be very helpful to us in preparing a report on these issues.

Before we start I'd like to mention that your answers will be entirely confidential.

[IF ASKED, SAY THE ENTIRE INTERVIEW WILL TAKE ABOUT A HALF HOUR.]

Time started: _____ A.M. []

Time finished: _____ P.M. []

Total elapsed time: _____

Phone #: _____
area code number

Today's date: _____

General Public Questionnaire

I. IMPACT OF SPORTS ON EVERYDAY LIFE

1. High school and elementary school typically offer many classes and programs in addition to the basic subjects. Sometimes in making budget decisions school boards suggest cuts in some of these programs, and increases in others. I'll read a list of programs. Assuming the total level of spending had to remain the same, please tell me which you feel should have decreased funds, which should stay as they are, and which you feel should have additional funding.

	less funding	stay same	more funding	DK/ NA
special education programs for the handicapped	[]	[]	[]	[]
music programs	[]	[]	[]	[]
vocational training programs	[]	[]	[]	[]
boys athletic programs	[]	[]	[]	[]
theatre and dance programs	[]	[]	[]	[]
programs in Home Economics	[]	[]	[]	[]
business training programs	[]	[]	[]	[]
girls athletic programs	[]	[]	[]	[]

2. Given the choice, would you rather be: [CHOOSE ONLY ONE]

- a. a famous movie star []
- b. an internationally recognized statesperson []
- c. a professional athlete, or []
- d. an internationally recognized scientist []
- [DO NOT READ]
- e. None of the above []
- DK/NA []

General Public Questionnaire

3. In your opinion how important is it that **girls** participate in sports at some point while they are growing up. Is it:
- | | |
|-----------------------|-----|
| Very important | [] |
| Somewhat important | [] |
| Not too important, or | [] |
| Not at all important | [] |
| DK/NA | [] |
4. And in your opinion, how important is it that **boys** participate in sports at some point while they are growing up. Is it:
- | | |
|-----------------------|-----|
| Very important | [] |
| Somewhat important | [] |
| Not too important, or | [] |
| Not at all important | [] |
| DK/NA | [] |
5. How happy would you be if you had a daughter who became a professional athlete?
- | | |
|------------------|-----|
| Very happy | [] |
| Somewhat happy | [] |
| Somewhat unhappy | [] |
| Very unhappy | [] |
| [DO NOT READ] | |
| It depends | [] |
| DK/NA | [] |
6. How happy would you be if you had a son who became a professional athlete?
- | | |
|------------------|-----|
| Very happy | [] |
| Somewhat happy | [] |
| Somewhat unhappy | [] |
| Very unhappy | [] |
| [DO NOT READ] | |
| It depends | [] |
| DK/NA | [] |

General Public Questionnaire

7. Do you believe athletes are good role models for children?

Yes ☐ ☐
 No ☐ ☐ [IF NO OR DON'T KNOW,
 DK/NA ☐ ☐ SKIP TO QUESTION #9.]

8. Can you name one athlete who you feel is a good role model for children?

Yes ☐ ☐ [NAME:] _____
 No ☐ ☐
 DK/NA ☐ ☐

9. Are you currently married or involved in a romantic relationship with someone?

Yes ☐ ☐
 No ☐ ☐
 DK/NA ☐ ☐

10. In general, how much **satisfaction** do you get from the following areas of your life:

[ASK QUESTION (a) ONLY IF MARRIED OR "INVOLVED":]

	A great deal	Quite a bit	A fair amount	A Little	None	DK/ NA
a. Your relationship with your spouse or romantic companion	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
b. Your relationship with parents or relatives	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
c. Your friendships	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
d. Your work	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
e. Your children	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
[IF RESPONDENT HAS NO CHILDREN CHECK DK/NA.]						
f. Your participation in sports activities	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
g. Your leisure time activities in general	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐

11. In general, how would you classify your interest in participating in sports or physical activity?

Very high ☐ ☐
 Somewhat high ☐ ☐
 Medium ☐ ☐
 Somewhat low ☐ ☐
 Very low ☐ ☐
 DK/NA ☐ ☐

12. How would you classify your interest in watching a sporting event?

Very high ☐ ☐
 Somewhat high ☐ ☐
 Medium ☐ ☐
 Somewhat low ☐ ☐
 Very low ☐ ☐
 DK/NA ☐ ☐

General Public Questionnaire

[IF MARRIED:]

13. How would you classify your **spouse's** interest:

	a. As a Participant?	b. As a Spectator?
Very high	[]	[]
Somewhat high	[]	[]
Medium	[]	[]
Somewhat low	[]	[]
Very low	[]	[]
DK/NA	[]	[]

14. And how about your close friends Overall, how would you classify their interest:

	a. As Participants?	b. As Spectators?
Very high	[]	[]
Somewhat high	[]	[]
Medium	[]	[]
Somewhat low	[]	[]
Very low	[]	[]
DK/NA	[]	[]

15. When you were growing up, how often did your family participate in sports or physical activity together?

Frequently	[]
Sometimes	[]
Rarely	[]
Never	[] [SKIP TO QUESTION #17.]
DK/NA	[]

16. Which family members did you most often participate with?

[CHECK ALL THAT APPLY:]

Mother	[]
Father	[]
Sisters	[]
Brothers	[]
Grandfather	[]
Grandmother	[]
Uncle	[]
Aunt	[]
Cousin	[]
Other	[] _____
DK/NA	[]

17. Did you ever play a sport in high school, college, Olympic, professional, or amateur leagues?

Yes	[]
No	[] [SKIP TO QUESTION #20.]
DK/NA	[]

General Public Questionnaire

18. What sport did you play in? How enjoyable was the experience?

	Very Enjoyable	Somewhat Enjoyable	Not very Enjoyable	Not at all Enjoyable	DK/ NA
Organized youth team?					
1. _____	[]	[]	[]	[]	[]
High school? 1. _____	[]	[]	[]	[]	[]
2. _____	[]	[]	[]	[]	[]
College? 1. _____	[]	[]	[]	[]	[]
2. _____	[]	[]	[]	[]	[]
Amateur leagues? 1. _____	[]	[]	[]	[]	[]
2. _____	[]	[]	[]	[]	[]
Olympics? _____	[]	[]	[]	[]	[]
Professional? _____	[]	[]	[]	[]	[]

19. Before high school, did you compete in any organized sports activities?

Yes []

No [] [IF NO, SKIP TO QUESTION #20.]

- 19a. [IF YES:] When you were growing up, how often did your parents attend games you competed in?

Always	Often	Sometimes	Rarely	Never	DK/NA
[]	[]	[]	[]	[]	[]

20. How many daughters do you have between the ages 3 and 18? _____

DK/NA []

21. How many sons do you have between the ages of 3 and 18? _____

DK/NA []

[IF RESPONDENT HAS NO CHILDREN AGES 3 TO 18, SKIP TO QUESTION #33, page 11.]

[IF RESPONDENT HAS **BOTH** SONS AND DAUGHTERS ASK QUESTIONS #22 and #23.]

22. Do you or your spouse participate in sports and physical activity more with your sons, your daughters, or both about equally?

Sons []

Daughters []

Both []

[DO NOT READ:] Neither/Doesn't Participate []

DK/NA []

23. How about when you or your spouse attend a sports event, are you more likely to take your sons, your daughters, neither, or both?

Sons []

Daughters []

Neither []

Both []

DK/NA []

General Public Questionnaire

24. Do your children participate in organized sports activities?

Yes ☐

No ☐ [IF NO, SKIP TO QUESTION #30, PAGE 10.]

DK/NA ☐

[IF YES:] What types of sports activities do they participate in?

DK/NA ☐

25. Are any of these activities competitive, in other words do they involve scheduled meets, tournaments, games, races, etc.?

Yes ☐

No ☐ [IF NO, SKIP TO QUESTION #30, PAGE 10.]

DK/NA ☐

26. [IF YES:] How often do you or your spouse go to watch your child or children compete:

Always ☐

Frequently ☐

Sometimes ☐

Rarely ☐

Never ☐

DK/NA ☐

27. How often do you:

	Almost Always	Often	Sometimes	Rarely	Never	DK/ NA
a. encourage your children to practice their skills away from the game	☐	☐	☐	☐	☐	☐
b. encourage your children to spend less time playing sports	☐	☐	☐	☐	☐	☐
c. encourage your children to be aggressive in competition	☐	☐	☐	☐	☐	☐
d. encourage your children to play better than other team members or athletes	☐	☐	☐	☐	☐	☐
e. encourage your children to participate in sports	☐	☐	☐	☐	☐	☐

- 27a. When watching your children compete how often do you:

	Almost Always	Often	Sometimes	Rarely	Never	DK/ NA
a. feel as if you are competing in the game	☐	☐	☐	☐	☐	☐
b. shout encouragement to your children or their team	☐	☐	☐	☐	☐	☐
c. argue with the coach or manager	☐	☐	☐	☐	☐	☐
d. feel that it doesn't matter whether they win or lose	☐	☐	☐	☐	☐	☐
e. yell at the referee or game official	☐	☐	☐	☐	☐	☐
f. worry about your child being injured	☐	☐	☐	☐	☐	☐

General Public Questionnaire

28. When your children lose an event how often do you:

	Almost Always	Often	Sometimes	Rarely	Never	DK/NA
a. encourage them to try harder next time	[]	[]	[]	[]	[]	[]
b. give them a special treat or privilege	[]	[]	[]	[]	[]	[]
c. recommend ways they can improve their skills	[]	[]	[]	[]	[]	[]
d. feel disappointed	[]	[]	[]	[]	[]	[]
e. feel angry	[]	[]	[]	[]	[]	[]
f. feel that it's all right to lose	[]	[]	[]	[]	[]	[]
g. feel embarrassed	[]	[]	[]	[]	[]	[]

29. When your children win an event how often do you:

	Almost Always	Often	Sometimes	Rarely	Never	DK/NA
a. give them a special treat or privilege	[]	[]	[]	[]	[]	[]
b. talk about their success with other people	[]	[]	[]	[]	[]	[]
c. feel that it's good that they won but it would have been all right if they lost too	[]	[]	[]	[]	[]	[]
d. feel overjoyed	[]	[]	[]	[]	[]	[]
e. feel proud	[]	[]	[]	[]	[]	[]

30. How often do you play ball, golf, tennis, skate, swim, sail, jog or engage in other physical activity with your children?

Frequently	[]
Sometimes	[]
Rarely	[]
Never	[]
DK/NA	[]

31. How often does your spouse play ball, golf, tennis, skate, swim, sail, jog, or engage in other physical activity with your children?

Frequently	[]
Sometimes	[]
Rarely	[]
Never	[]
DK/NA	[]
[DO NOT READ]	
Not married	[]

General Public Questionnaire

32. In your family, do the children **most often** go to sports events with their mother, their father, or both, with other relatives, or with friends? [PLEASE CHECK ONLY ONE.]

Mother	[]	[DO NOT READ]	
Father	[]	Children don't attend sports events	[]
Both Mother and Father	[]	DK/NA	[]
Relatives	[]		
Friends	[]		
Others	[]		

33. When you watch sports events on television, do you **usually** watch:
[CHECK ALL THAT APPLY:]

Alone	[]
With your spouse	[]
With your children	[]
With friends	[]
With your parents	[]
With your relatives	[]
With your co-workers	[]
Other	[]

[LIST:] _____

[DO NOT READ]

Does not watch sports on TV	[]
DK/NA	[]

34. Does participating in sports or watching sports events bring your family closer together, does it interfere with your family life, does it do both at different times, or does it have no effect on your family life?

Brings family together	[]	[ASK QUESTION #35a.]
Interferes with family life	[]	[ASK QUESTION #35b.]
Both	[]	[ASK QUESTION #35a,b.]
No effect	[]	[SKIP TO QUESTION #36.]
DK/NA	[]	

- 35a. How does it bring your family together? DK/NA []

- b. How does it interfere with your family life? DK/NA []

General Public Questionnaire

36. Now I'd like you to think of your favorite athlete, but don't tell me who it is. [PAUSE.] Do you have someone in mind?

[IF RESPONDENT HAS **MORE THAN ONE** "FAVORITE," AND CAN'T PICK ONE, SAY:] "Well, just think of one athlete who you would consider among your favorites, and answer the next few questions with that person in mind. Okay?"

[IF RESPONDENT **DOES NOT HAVE A FAVORITE** ATHLETE, SAY:] "Well, can you think of any one athlete you like better than others?"

[WHEN RESPONDENT HAS ONE IN MIND, CHECK "YES" AND CONTINUE ON. IF RESPONDENT DOES **NOT** HAVE **ANY** FAVORITE ATHLETES, CHECK "NO" AND SKIP TO QUESTION #44.]

Yes []
No [] [IF NO, SKIP TO QUESTION #44, pg.11.]
DK/NA []

37. What sport is the athlete associated with?

[DO NOT READ CHOICES. CHOOSE ONLY ONE.]

Hockey []
Football []
Baseball []
Basketball []
Boxing []
Horse racing []
Track []
Tennis []
Bowling []
Other []

[LIST:] _____

DK/NA []

38. Is the athlete a man or a woman?

Man []
Woman []
DK/NA []

General Public Questionnaire

39. Is your athlete White, Black, Hispanic, Oriental, or Native American?

White []

Black []

Hispanic []

Oriental []

Native American []

Other []

[LIST:] _____

DK/NA []

40. Do you know what the ethnic/national background of the athlete is? For example, is he/she of Italian, Irish, Hispanic or Jewish descent, or of any other identifiable ethnic background?

Irish []

Italian []

English []

Jewish []

Hispanic/Puerto

Rican []

Other []

[LIST:] _____

DK/NA []

41. Did the athlete grow up in your city or state?

Yes []

No []

DK/NA []

42. Now I'd like you to tell me the name of your favorite athlete.

General Public Questionnaire

43. How important are each of the following factors in your choice of a favorite athlete?

	Very Important	Somewhat Important	Not Very Important	Not At All Important	DK/NA
Win/Loss record	[]	[]	[]	[]	[]
Physical attractiveness	[]	[]	[]	[]	[]
Moral character	[]	[]	[]	[]	[]
Athletic skill	[]	[]	[]	[]	[]
Sex/Gender	[]	[]	[]	[]	[]
Race/Ethnic background	[]	[]	[]	[]	[]
Personal conduct	[]	[]	[]	[]	[]
Religion	[]	[]	[]	[]	[]
Personality	[]	[]	[]	[]	[]
Professionalism	[]	[]	[]	[]	[]
Hard hitting, aggressive player	[]	[]	[]	[]	[]

44. Do you consider the following a sport?

	Yes	No	DK/NA
Auto racing	[]	[]	[]
Pool or billiards	[]	[]	[]
Chess	[]	[]	[]
Weightlifting	[]	[]	[]

General Public Questionnaire

II. SPORTS PARTICIPATION

1. Now I'll read you a list of activities and ask you how often you engaged in them during the past year. Some activities you may do only in the winter or the summer. When answering how often you participate in those activities, think of how often you did them during that season.

	Every day or almost every day	About once or twice a week	About once or twice a month	Less than once a month	Never	DK/NA
1. Tennis, squash, badminton or other racquet sports	[]	[]	[]	[]	[]	[]
2. Golf	[]	[]	[]	[]	[]	[]
3. Jogging	[]	[]	[]	[]	[]	[]
4. Swimming	[]	[]	[]	[]	[]	[]
5. Bicycling	[]	[]	[]	[]	[]	[]
6. Horseback riding	[]	[]	[]	[]	[]	[]
7. Skating	[]	[]	[]	[]	[]	[]
8. Boating	[]	[]	[]	[]	[]	[]
9. Skiing	[]	[]	[]	[]	[]	[]
10. Pool/billiards	[]	[]	[]	[]	[]	[]
11. Table tennis/ping pong	[]	[]	[]	[]	[]	[]
12. Basketball	[]	[]	[]	[]	[]	[]
13. Bowling	[]	[]	[]	[]	[]	[]
14. Softball or baseball	[]	[]	[]	[]	[]	[]
15. Football or rugby	[]	[]	[]	[]	[]	[]
16. Soccer	[]	[]	[]	[]	[]	[]
17. Volleyball	[]	[]	[]	[]	[]	[]
18. Lacrosse	[]	[]	[]	[]	[]	[]
19. Hockey	[]	[]	[]	[]	[]	[]
20. Other similar team sports	[]	[]	[]	[]	[]	[]
21. Gymnastics	[]	[]	[]	[]	[]	[]
22. Wrestling	[]	[]	[]	[]	[]	[]
23. Handball	[]	[]	[]	[]	[]	[]
24. Jai-alai (Pronounced Hi Lie)	[]	[]	[]	[]	[]	[]
25. Archery	[]	[]	[]	[]	[]	[]
26. Fencing	[]	[]	[]	[]	[]	[]
27. Jazzercise	[]	[]	[]	[]	[]	[]
28. Weightlifting	[]	[]	[]	[]	[]	[]
29. Calisthenics	[]	[]	[]	[]	[]	[]
30. Other 1. _____	[]	[]	[]	[]	[]	[]
2. _____	[]	[]	[]	[]	[]	[]

[NOTE: IF RESPONDENT ANSWERS "NEVER" TO ALL SPORTS, SKIP TO QUESTION #1, PG. 16]

2. Of all the sports you participate in, which is your favorite?

[DO NOT READ] None []
 DK/NA []

General Public Questionnaire

3. What would you say is the number one reason you play sports?

DK/NA []

4. How important are the following reasons to you for engaging in physical activity? I'd like you to rate them on a scale of 1 to 10 with 10 being the most important reason you engage in these activities, and 1 being the least important.

	Least Important					Most Important					
a. Improved health	1	2	3	4	5	6	7	8	9	10	[]
b. Sport competition	1	2	3	4	5	6	7	8	9	10	[]
c. Time spent with close friends while playing	1	2	3	4	5	6	7	8	9	10	[]
d. Time spent with other family members who also play	1	2	3	4	5	6	7	8	9	10	[]
e. Improved physical attractiveness	1	2	3	4	5	6	7	8	9	10	[]
f. Release of tension/relaxation	1	2	3	4	5	6	7	8	9	10	[]
g. Improved athletic skill	1	2	3	4	5	6	7	8	9	10	[]
h. Feeling younger/remind of your youth	1	2	3	4	5	6	7	8	9	10	[]
i. Improved mental alertness	1	2	3	4	5	6	7	8	9	10	[]
j. Sense of accomplishment	1	2	3	4	5	6	7	8	9	10	[]
k. Other people's respect for your athletic skill	1	2	3	4	5	6	7	8	9	10	[]
l. Thrill of victory	1	2	3	4	5	6	7	8	9	10	[]
m. Enjoyment of the game	1	2	3	4	5	6	7	8	9	10	[]
n. Sense of being a member of a team	1	2	3	4	5	6	7	8	9	10	[]

5. [IF EMPLOYED:] At the place where you work, are there any sports teams or sports events organized by co-workers or your employers?

Yes []

No []

DK/NA []

6. [IF YES:] Do you participate in any of these sports events?

Yes []

No []

DK/NA []

General Public Questionnaire

7. At work are there any sports facilities available for your use, or discounts given for use at other facilities?

Yes ☐ ☐
 No ☐ ☐
 DK/NA ☐ ☐ Not employed ☐ ☐

[IF YES:] How often do you use those facilities?

Frequently ☐ ☐
 Sometimes ☐ ☐
 Rarely ☐ ☐
 Never ☐ ☐
 DK/NA ☐ ☐

8. How often do you:

	Almost Always	Often	Sometimes	Rarely	Never	DK/NA
a. Daydream about your athletic success?	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
b. During the game, fantasize that you are a professional athlete?	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
c. Try your best to win?	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
d. Set high goals for yourself in sport competition?	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
e. Work on improving your athletic skills away from the game?	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
f. Get compliments from others on your athletic skill?	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
g. Play a sport without keeping score	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
h. After victory, how often do you feel somewhat superior to your opponent?	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
i. How often do you not really care whether you win or lose?	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
j. Spend time socializing with people you compete with away from the game?	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
k. Spend time talking about past or future competitions?	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
l. Worry about being injured while participating in a sports activity?	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
m. During a game, how often do people say you are an aggressive competitor?	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
n. How often do you allow someone else to win?	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐
o. How often do you make excuses for losing?	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐	☐ ☐

General Public Questionnaire

9. Do you strongly agree, agree somewhat, disagree somewhat, or strongly disagree with the following statements:

	Strongly Agree	Agree Somewhat	Disagree Somewhat	Strongly Disagree	DK/NA
"Competition is basically destructive"	[]	[]	[]	[]	[]
"Everytime you win, you're reborn; when you lose, you die a little"	[]	[]	[]	[]	[]
"The winner is the only individual who is truly alive"	[]	[]	[]	[]	[]
"Winning doesn't prove you're a better human being"	[]	[]	[]	[]	[]

10. Have you ever had a sports related injury which required a doctor's care?

Yes []

No []

DK/NA []

[IF YES:] Did you visit a general practitioner or medical specialist?

General practitioner []

Specialist [] [What type?] _____

DK/NA []

General Public Questionnaire

III. SPECTATOR SPORTS

1. I'm going to read to you a list of different sports and physical activities. Please tell me how interested you generally are in **watching** each of the following:

	Always Interested	Usually Interested	Sometimes Interested	Never Interested	DK/ NA
1. Auto Racing	[]	[]	[]	[]	[]
2. Baseball	[]	[]	[]	[]	[]
3. Basketball	[]	[]	[]	[]	[]
4. Boating	[]	[]	[]	[]	[]
5. Bowling	[]	[]	[]	[]	[]
6. Boxing	[]	[]	[]	[]	[]
7. Football	[]	[]	[]	[]	[]
8. Gymnastics	[]	[]	[]	[]	[]
9. Golf	[]	[]	[]	[]	[]
10. Hockey	[]	[]	[]	[]	[]
11. Horse Racing	[]	[]	[]	[]	[]
12. Ice Skating	[]	[]	[]	[]	[]
13. Long Distance Running (marathon)	[]	[]	[]	[]	[]
14. Skiing	[]	[]	[]	[]	[]
15. Soccer	[]	[]	[]	[]	[]
16. Surfing	[]	[]	[]	[]	[]
17. Swimming or diving	[]	[]	[]	[]	[]
18. Tennis	[]	[]	[]	[]	[]
19. Track & Field	[]	[]	[]	[]	[]
20. Professional Wrestling	[]	[]	[]	[]	[]
21. Amateur Wrestling	[]	[]	[]	[]	[]
22. Lacrosse	[]	[]	[]	[]	[]
23. Jai-alai (Pronounced Hi-Lie)	[]	[]	[]	[]	[]
24. Weightlifting	[]	[]	[]	[]	[]
25. Are there others that you watch? [IF YES, LIST AND ASK HOW OFTEN]	[]	[]	[]	[]	[]
1. _____	[]	[]	[]	[]	[]
2. _____	[]	[]	[]	[]	[]

[NOTE: IF RESPONDENT ANSWERS [NEVER] to ALL SPORTS: SKIP TO QUESTION #1, PG. 25]

2. Of all the sports just mentioned, which do you like to watch more than any other? Please pick only one.

_____ DK/NA []

3. Which of the following championship sports events would you **most** like to attend next year? Please pick only one.

Baseball World Series	[]	Pro basketball championship playoff	[]
College football bowl game	[]	Pro football Super Bowl game	[]
Heavyweight boxing title fight	[]	Stanley Cup hockey playoff	[]
Kentucky Derby horserace	[]	U.S. Open golf championship	[]
National track & field championships	[]	U.S. Open or Wimbledon championship	[]
National Gymnastics Competition	[]	World Cup Soccer Championships	[]
NCAA college basketball championship	[]	World Figure Skating Championships	[]
The Olympics	[]	Indianapolis 500	[]
		Some other sporting event	[]
		(LIST) _____	[]
		None	[]
		DK/NA	[]

General Public Questionnaire

4. How often do you do the following?

	Every day or almost every day	About once or twice a week	About once or twice a month	Less than once a month	Never	DK/ NA
Watch sports events on television	[]	[]	[]	[]	[]	[]
Listen to sports on the radio	[]	[]	[]	[]	[]	[]
Read the sports pages of your newspaper	[]	[]	[]	[]	[]	[]
Watch or listen to sports news on TV or radio	[]	[]	[]	[]	[]	[]
Read books on sports and athletes	[]	[]	[]	[]	[]	[]
Read magazines on sports and athletes	[]	[]	[]	[]	[]	[]
Talk about sports with your friends	[]	[]	[]	[]	[]	[]

5. During the past year, approximately how many times have you attended a sports event as a spectator? This could be either professional, amateur, children's or other organized sports event.

Never	[]	[SKIP TO QUESTION #7]
Once or twice	[]	
Three to five times	[]	
Six to ten times	[]	
Eleven to twenty times	[]	
More than twenty times	[]	
DK/NA	[]	

5a. Which sporting events did you attend? [NOTE: BE SPECIFIC: LIST THE **SPORT AND LEVEL**: I.E. CHILDREN, HIGH SCHOOL, COLLEGE, PROFESSIONAL, ETC.]

1. _____
2. _____
3. _____

6. When you attend sports events, do you most often go: [CHECK ALL THAT APPLY]

Alone	[]	With your parents	[]
With your spouse	[]	With your relatives	[]
With your children	[]	With your co-workers	[]
With friends	[]	DK/NA	[]

7. Do you believe the cost of sports events tickets is too high, too little, or just right?

Too high	[]	Just right	[]
Too little	[]	DK/NA	[]

General Public Questionnaire

8. In certain sports, such as gymnastics, track and field, tennis and golf, both women and men compete. In general, which competition are you more **interested in** — men's competition, women's competition, or both about equally.

Men's []

Women's []

Both []

[DO NOT READ:]

It depends/It varies from sport to sport []

DK/NA []

9. In general, which do you find to be the most **exciting** — men's competition, women's competition, or both about equally?

Men's []

Women's []

Both []

[DO NOT READ:]

It depends/It varies from sport to sport []

DK/NA []

- 9a. Why is that? _____

DK/NA []

10. In general, when you're watching sports on TV, how often do you pay close attention to the sports commentator:

Usually []

Sometimes []

Rarely []

Never []

DK/NA []

11. On the whole, do sports commentators add to your enjoyment of the game, do they lessen your enjoyment, or do they have no effect either way?

Add enjoyment []

Lessen []

No effect []

DK/NA []

- 11a. Overall, how would you rate the quality of television sports commentators?

Excellent

Very Good

Good

Fair

Poor

DK/NA

[]

[]

[]

[]

[]

[]

General Public Questionnaire

12. What is the #1 reason you watch sporting events?

13. When watching your favorite sporting event how often do you root for one team or athlete over another?

Almost Always	Often	Sometimes	Rarely	Never	DK/NA
[]	[]	[]	[]	[]	[]

14. When a team or athlete you support wins how often do you:

	Almost Always	Often	Sometimes	Rarely	Never	DK/NA
a. feel happy	[]	[]	[]	[]	[]	[]
b. feel you've gained a personal victory	[]	[]	[]	[]	[]	[]
c. feel proud of the city or country the team or athlete represents	[]	[]	[]	[]	[]	[]
d. feel sorry for the loser	[]	[]	[]	[]	[]	[]
e. feel superior	[]	[]	[]	[]	[]	[]
f. feel as if you couldn't care less	[]	[]	[]	[]	[]	[]
g. feel like something important has been accomplished	[]	[]	[]	[]	[]	[]

15. When a team or athlete you support **loses** how often do you:

	Almost Always	Often	Sometimes	Rarely	Never	DK/NA
a. feel depressed	[]	[]	[]	[]	[]	[]
b. feel angry	[]	[]	[]	[]	[]	[]
c. feel embarrassed	[]	[]	[]	[]	[]	[]
d. feel as though you've had a personal loss	[]	[]	[]	[]	[]	[]
e. feel disappointed	[]	[]	[]	[]	[]	[]
f. feel as if you couldn't care less	[]	[]	[]	[]	[]	[]
g. feel betrayed	[]	[]	[]	[]	[]	[]

General Public Questionnaire

16. When watching your favorite sport how often do you:

	Almost Always	Often	Sometimes	Rarely	Never	DK/NA
a. fantasize that you are the athlete competing	[]	[]	[]	[]	[]	[]
b. feel that given the right training you could do as well as the athlete	[]	[]	[]	[]	[]	[]
c. feel that you could do a better job than the coach or manager	[]	[]	[]	[]	[]	[]
d. feel that you could do a better job than the referee or official	[]	[]	[]	[]	[]	[]
e. feel that you have an impact on the outcome	[]	[]	[]	[]	[]	[]
f. feel the athletes are fighting for something you believe in	[]	[]	[]	[]	[]	[]

17. I'm going to read a list of reasons why some people choose to support one team over another. I'd like you to tell me how important these factors are to you when deciding which team you are going to root for. I'd like you to rate each one on a scale of 1 to 10, with 1 being the lowest on the importance scale, and 10 being the highest.

	Least Important					Most Important					DK/NA
a. place the team represents	1	2	3	4	5	6	7	8	9	10	[]
b. familiarity with the athletes	1	2	3	4	5	6	7	8	9	10	[]
c. overall athletic skill	1	2	3	4	5	6	7	8	9	10	[]
d. racial/ethnic make-up of the team	1	2	3	4	5	6	7	8	9	10	[]
e. past loyalty to the team	1	2	3	4	5	6	7	8	9	10	[]
f. overall winning history	1	2	3	4	5	6	7	8	9	10	[]
g. the coaching	1	2	3	4	5	6	7	8	9	10	[]
h. the team administration	1	2	3	4	5	6	7	8	9	10	[]

General Public Questionnaire

18. When watching your favorite sporting event, which of the following factors would **most** upset your enjoyment of the game? Please select only one.

The athletes are not doing their best	[]
The game is not close	[]
Your team or favorite athlete is losing	[]
Officials and referees appear biased	[]
Your favorite athlete is not playing	[]
The athletes are not aggressive enough	[]
Disruptive behavior of fans	[]
An athlete is hurt or injured	[]
Athletes are arguing or fighting with officials or with each other	[]
The game is too violent	[]
[DO NOT READ:]	
None of the above	[]
DK/NA	[]

19. When a fight breaks out between two members of opposing teams, do you feel they should:
[CHECK ONE ONLY]

Be given a warning but be allowed to continue playing	[]
Be given a penalty that keeps them out of the game for a period of time	[]
Be automatically thrown out of the game, or	[]
Be required to pay a fine and be thrown out of the game	[]
DK/NA	[]

20. In your opinion, are fights that sometimes break out between athletes of opposing teams harmful for children to see, good for children to see, or do they have no effect on children?

harmful	[]
good	[]
no effect	[]
DK/NA	[]

21. In general, do fights between players where no one is seriously injured add to your enjoyment of the game, do they lessen your enjoyment, or do they have no effect either way?

Add enjoyment	[]
Lessen enjoyment	[]
Has no effect	[]

[DO NOT READ:]

It depends	[]
DK/NA	[]

General Public Questionnaire

22. How about when athletes or coaches argue with the officials — does this add to your enjoyment of the game, does it lessen your enjoyment, or does it have no effect either way?

Add enjoyment []
 Lessen enjoyment []
 Has no effect []

[DO NOT READ:]

It depends []
 DK/NA []

23. Do you think referees, umpires, and game officials exert too much, too little, or just the right amount of control over a game?

Too much []
 Too little []
 Right amount []

[DO NOT READ:]

It depends []
 DK/NA []

IV. PUBLIC OPINION

1. In your opinion, does participation in sports diminish a woman's femininity?

Yes []
 No []

[DO NOT READ:]

It depends []
 DK/NA []

2. In your opinion, should male and female champions who compete in the same sports, like golf and tennis, receive equal prize money, should men make more, or should women make more?

[DO NOT READ CHOICES]

Equal [] []
 Men should make more []
 Women should make more []

[DO NOT READ:]

It depends []
 DK/NA []

3. Do you believe women's and men's sports events each receive adequate coverage in the newspapers?

Yes [] IF YES: [SKIP TO QUESTION #4]
 No []
 DK/NA []

- 3a. [IF NO:] In your opinion, which does not receive adequate coverage in the newspapers? Men's sports, women's sports, or both?

Men's [] Women's []
 Both [] DK/NA []

4. And how about T.V., do you believe women's and men's sports events each receive adequate coverage on T.V.

Yes [] [SKIP TO QUESTION #5] No [] DK/NA []

General Public Questionnaire

- 4a. [IF NO:] In your opinion, which does not receive adequate T.V. coverage? Men's sports, women's sports, or both?

Men's	[]
Women's	[]
Both	[]
DK/NA	[]

5. In your opinion, do sports writers and sportscasters generally place too much, too little, or the right amount of emphasis on the following issues:

	too much	too little	right amount	DK/NA
winning and losing	[]	[]	[]	[]
athletes' personal lives	[]	[]	[]	[]
the skills of the players	[]	[]	[]	[]
the behavior of the fans	[]	[]	[]	[]
athletes' behavior during the game	[]	[]	[]	[]
their own knowledge of sports and athletes	[]	[]	[]	[]

6. Do you think that there is too much, too little, or just the right amount of sports on TV?

Too much	[]
Too little	[]
Right amount	[]
DK/NA	[]

7. Do you think that some sports get too much coverage and others not enough or do you think that all sports get the coverage they deserve?

Some too much/not enough	[]
Right amount	[] [SKIP TO QUESTION #10]
DK/NA	[]

8. In your opinion, which sports get too much coverage?

1. _____

2. _____

3. _____

None	[]
DK/NA	[]

9. Which sports don't get enough coverage?

1. _____

2. _____

None	[]
DK/NA	[]

General Public Questionnaire

10. Which of the following two statements best describes your feelings:

A lot of people look to athletes as role models, so athletes have a responsibility to be of high moral character;

-or-

Athletes are human like the rest of us and we shouldn't expect them to be of higher moral character than the average citizen.

[DO NOT READ:] Neither ☐ ☐
 [DO NOT READ:] Both ☐ ☐
 DK/NA ☐ ☐

11. With regards to intense athletic competition and rivalries between schools, which of the following do you agree with most?

High school or college rivalries are good because they can encourage school pride and loyalty, or ☐ ☐

High school or college rivalries are not good because they can encourage antagonism and conflict between schools ☐ ☐

[DO NOT READ:] Both ☐ ☐

[DO NOT READ:] Neither ☐ ☐

DK/NA ☐ ☐

12. Now I'd like you to rate athletes in comparison to the rest of the population on a number of characteristics. Would you say athletes rate higher than, lower than, or the same as the majority of Americans on the following characteristics:

	Higher	Same as	Lower	DK/NA
Determination/sense of purpose	☐ ☐	☐ ☐	☐ ☐	☐ ☐
Loyalty	☐ ☐	☐ ☐	☐ ☐	☐ ☐
Friendly personality	☐ ☐	☐ ☐	☐ ☐	☐ ☐
Intelligence	☐ ☐	☐ ☐	☐ ☐	☐ ☐
Honesty	☐ ☐	☐ ☐	☐ ☐	☐ ☐
Physical attractiveness	☐ ☐	☐ ☐	☐ ☐	☐ ☐
Moral character	☐ ☐	☐ ☐	☐ ☐	☐ ☐
Overall physical condition	☐ ☐	☐ ☐	☐ ☐	☐ ☐
Courage	☐ ☐	☐ ☐	☐ ☐	☐ ☐

13. In your opinion, are college sports programs too professional, not professional enough, or do they show the right level of professionalism?

Too professional ☐ ☐

Not professional enough ☐ ☐

Right level ☐ ☐

DK/NA ☐ ☐

14. Should college athletes be given special privileges such as separate living quarters, cars, exemptions from course requirements, or other benefits because of their rigorous training schedule?

Yes ☐ ☐ No ☐ ☐ DK/NA ☐ ☐

15. Should college athletes be paid a salary for their participation on athletic teams?

Yes ☐ ☐ No ☐ ☐ DK/NA ☐ ☐

General Public Questionnaire

16. Should they be given special benefits over and above scholarship money to encourage them to attend certain schools?

Yes ☐ ☐
No ☐ ☐
DK/NA ☐ ☐

17. How often do you bet on the outcome of a game, tournament, race or other athletic competition? This could be anything from children's competition to professional sports events. Do you place a bet:

Frequently ☐ ☐
Sometimes ☐ ☐
Rarely ☐ ☐ IF NEVER: [SKIP TO QUESTION #20]
Never ☐ ☐
DK/NA ☐ ☐

18. Over the past year approximately how much money have you spent betting on sporting events?

Less than \$100 ☐ ☐
\$100-\$500 ☐ ☐
\$500-\$1000 ☐ ☐
Over \$1000 ☐ ☐
DK/NA ☐ ☐

19. What kinds of sporting event do you most often bet on?

[NOTE: BE SPECIFIC: LIST THE **SPORT** AND **LEVEL**; I.E. CHILDREN, HIGH SCHOOL, COLLEGE, PROFESSIONAL, ETC.]

20. For sports teams for children 12 or younger should there be:

Tryouts where there is a minimum level of competence required, or ☐ ☐
Open leagues, where all children play equal amounts of time ☐ ☐
[DO NOT READ:] Neither ☐ ☐
[DO NOT READ:] Both ☐ ☐
[DO NOT READ:] DK/NA ☐ ☐

General Public Questionnaire

21. Now I'm going to read to you a list of statements. Please tell me whether or not you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

	Strongly Agree	Agree Somewhat	Disagree Somewhat	Strongly Disagree	DK/NA
Professional athletes are overpaid	[]	[]	[]	[]	[]
Professional athletes are more dedicated to the game than they are to their own gain	[]	[]	[]	[]	[]
There are too many professional teams	[]	[]	[]	[]	[]
In children's organized sports leagues, there is too much emphasis placed on winning and not enough on physical and psychological development	[]	[]	[]	[]	[]
The U.S. Government should give more money to help train Olympic athletes	[]	[]	[]	[]	[]
Coaches of amateur teams often take the game too seriously	[]	[]	[]	[]	[]
International sports competition reduces the threat of war	[]	[]	[]	[]	[]
Violence is not a serious problem in sports competition	[]	[]	[]	[]	[]
There is too much emphasis on sports in America today	[]	[]	[]	[]	[]
Competition is good for kids because it teaches them to strive to do their best	[]	[]	[]	[]	[]
Conflicts between countries' governments have no place in the Olympics	[]	[]	[]	[]	[]
There are more opportunities in sports than in any other field for the social advancement of blacks and other minorities	[]	[]	[]	[]	[]
Athletes are often the best role models children can have	[]	[]	[]	[]	[]
Sports events have become too much of a spectacle	[]	[]	[]	[]	[]
The spirit of the game has been hurt by placing too much emphasis on entertainment and not enough on athletics	[]	[]	[]	[]	[]
Sports are free of racism	[]	[]	[]	[]	[]
In disputes between owners and professional athletes, owners tend to be more reasonable than the athletes	[]	[]	[]	[]	[]

General Public Questionnaire

- | | Strongly
Agree | Agree
Somewhat | Disagree
Somewhat | Strongly
Disagree | DK/NA |
|---|-------------------|-------------------|----------------------|----------------------|-------|
| Increased participation in sports by youth
would greatly reduce crime | [] | [] | [] | [] | [] |
| The United States should use the same
procedures as East Germany and Russia to
identify and train potentially outstanding
young athletes so we can achieve
international sports superiority | [] | [] | [] | [] | [] |
| 22. Which of the following statements come closest to describing your opinion on the issue of player strikes: | | | | | |
| Athletes should not strike because strikes threaten the spirit of the game, or | | | | [] | |
| Athletes should be allowed to strike as a way of making their grievances known | | | | [] | |
| [DO NOT READ:] | | | | | |
| Both | | | | [] | |
| Neither | | | | [] | |
| DK/NA | | | | [] | |
| 23. Do you think that the presence of whites, blacks, and other minorities on sports teams helps, hurts, or has no effect on integration and reduction of racial tensions in other areas of life? | | | | | |
| Helps | [] | | | | |
| Hurts | [] | | | | |
| Has no effect | [] | | | | |
| DK/NA | [] | | | | |
| 24. Do you think professional athletes should be given tests before games to determine if they have used drugs? | | | | | |
| Yes | [] | | | | |
| No | [] | | | | |
| DK/NA | [] | | | | |
| 25. Do you think amateur athletes should be given tests before games to determine if they have used drugs? | | | | | |
| Yes | [] | | | | |
| No | [] | | | | |
| DK/NA | [] | | | | |
| 26. If it were discovered that some professional athletes are regular users of illegal drugs such as cocaine or heroin, do you think: [PICK ONE] | | | | | |
| That they should be permanently removed from the team | | | | [] | |
| That they should be suspended from playing for the rest of the season | | | | [] | |
| That they should be allowed to continue playing only if they enroll in treatment programs, or | | | | [] | |
| That they should be allowed to play if they can perform | | | | [] | |
| [DO NOT READ:] | | | | | |
| None of the above | | | | [] | |
| DK/NA | | | | [] | |

General Public Questionnaire

27. Which element comes closest to describing how you feel about the use of pain-killers to enable an injured player to continue in the game?
- They should be allowed if the pain killers themselves will not cause further injury to the player, or []
- They should not be allowed []
- [DO NOT READ:] Neither []
- DK/NA []
28. Regarding the use of drugs to increase body weight or strength, which of the following statements comes closest to your own opinion?
- These drugs should be allowed in sports where their use would improve the athlete's performance, or []
- They should never be allowed []
- [DO NOT READ:] Neither []
- DK/NA []
29. In your opinion, is professional sports on TV primarily entertainment or true athletic competition?
- Entertainment []
- Competition []
- [DO NOT READ:]
- Both []
- Neither []
- DK/NA []
30. Which of the following statements would you most agree with?
- Young blacks spend too much time on sports, to the exclusion of other possible opportunities for advancement, or []
- Athletics is one of the best ways for blacks to advance their social status []
- [DO NOT READ:] Neither []
- [DO NOT READ:] Both []
- DK/NA []
31. Do strikes by players increase, decrease or have no effect on your support for a particular sport?
- Increase []
- Decrease []
- Have no effect []
- DK/NA []

General Public Questionnaire

V. DEMOGRAPHICS

Now I'd like to ask you a few questions on your background in order to help us with our analysis.

1. What is the last grade of school you completed?

8th grade or less	[]
some high school	[]
high school graduate	[]
some college	[]
college graduate	[]
post graduate	[]
DK/NA	[]

2. What is your race? Are you:

White	[]
Black	[]
Hispanic	[]
Oriental	[]
Native American	[]
Other	[]
[LIST] _____	
DK/NA	[]

3. In what year were you born? _____

DK/NA []

[IF RESPONDENT IS NOT SURE, ASK:] How old are you? _____

4. [RECORD — DO NOT ASK]
Sex: Male [] Female []

5. Are you: [CHECK ONLY ONE. IF RESPONDENT TRIES TO PICK MORE THAN ONE, ASK, "Which would you consider to be your major activity?"]

Employed full time	[]
Employed part time	[]
Retired	[]
Looking for work	[]
Keeping house	[]
In school	[]
Other _____	[]
DK/NA	[]

[SKIP TO QUESTION #7]

General Public Questionnaire

6. [IF EMPLOYED:] What is your occupation? _____
[IF RETIRED:] What is your occupation before retiring? _____
[IF LOOKING FOR WORK:] What was your occupation before leaving
your last job? _____

DK/NA []

7. Are you presently:

Married []
Widowed []
Divorced []
Separated []
Single []
DK/NA []

8. What best describes the population of your community?

Over 1 million []
100,000 to 1 million []
25,000 to 99,999 []
2,500 to 24,999 []
Under 2,500 []
DK/NA []

9. What was your total household income category before taxes for the past year, 1981? Was it: [REPEAT UNTIL "YES", AND THEN CIRCLE. ELSE CIRCLE "NO".]

Less than \$20,000 Yes
Less than \$15,000 Yes
Less than \$25,000 Yes
Less than \$30,000 Yes
Less than \$40,000 Yes
Less than \$50,000 Yes
No
DK/NA []

10. On political issues, which of the following best describes your usual position.

Very liberal	[]	Slightly conservative	[]
Slightly liberal	[]	Very conservative	[]
Moderate	[]	DK/NA	[]

General Public Questionnaire

11. What is your religion? Are you Catholic, Protestant, Jewish, some other religion, or do you have no religious affiliation?

Catholic ☐

Protestant ☐

Jewish ☐

Other ☐

LIST: _____

None ☐

DK/NA ☐

12. What is your ethnic identity? In other words, do you consider yourself Italian-American, Irish-American, Hispanic, or some other ethnic background, or do you have no ethnic identity? [CHECK ALL THAT APPLY — DO NOT READ CHOICES.]

Italian ☐

Irish ☐

Hispanic ☐

Oriental ☐

Scandinavian ☐

Polish ☐

African ☐

Other ☐

LIST: _____

None ☐

DK/NA ☐

13. When you were growing up:

How many brothers did you have? _____

How many sisters? _____

DK/NA ☐ [IF NO BROTHERS OR SISTERS TERMINATE INTERVIEW]

14. Were you the oldest child, youngest child, or middle child?

Oldest ☐

Youngest ☐

Middle ☐

DK/NA ☐